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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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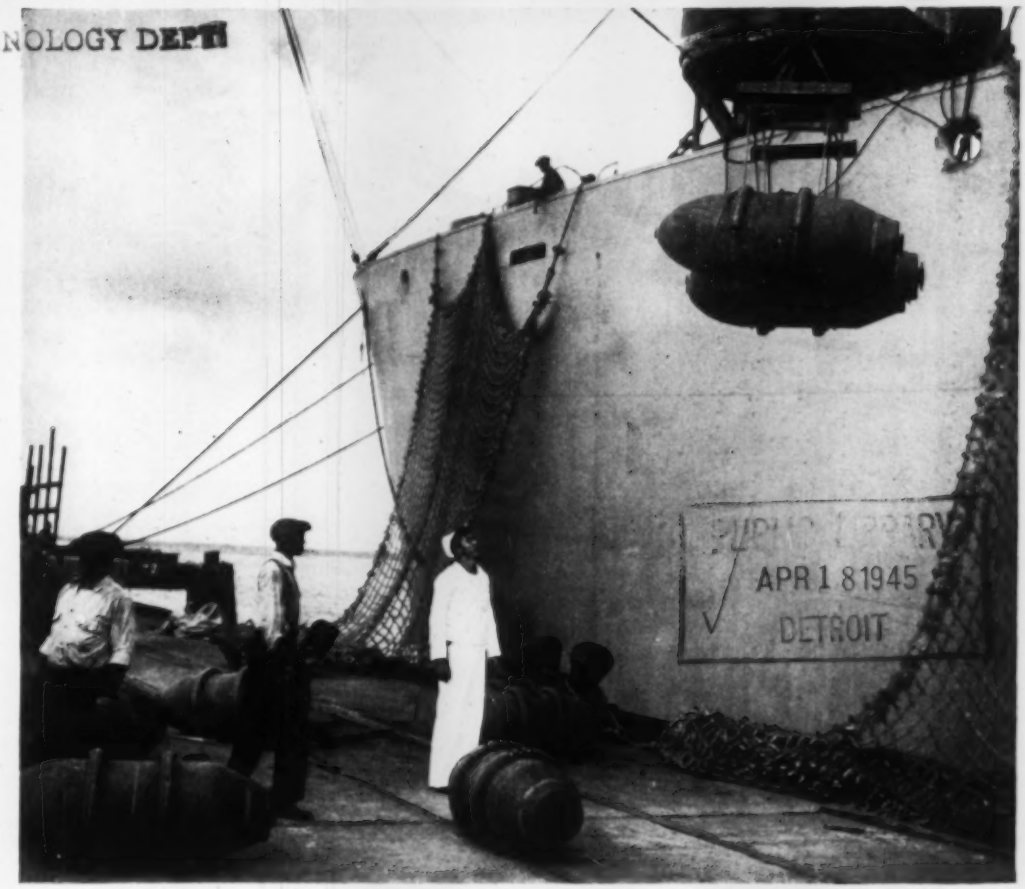


U. S. COAST GUARD PHOTO

"It's got to be delivered!"

War supplies can be produced and loaded on board ships . . . but they might as well not be made if they aren't delivered.

It's the same thing in radio.

You and your clients can load the soundest sales argument into a package . . . put it on the air . . . .

But it's got to be delivered to do you any good!

We know the sure way you can get your sales appeal across in the country's 6th largest market . . . use W-I-T-H when you come into Baltimore.

This is the successful independent station that delivers more listeners-per dollar spent than any other station in this 5-station town. Facts to prove this are available for you to see.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *Pres.* • *Represented Nationally by* Headley-Reed

Al Tiffany, left, since 1938 Assistant Farm Program Director for WLS, and a radio farm broadcaster since 1928. "Voice of the Feedlot", "Farm News and Service", "Farm You'd Like to Own" are some of the programs Al has been associated with at WLS.

George Menard, above, delivers the Farm News every morning at six o'clock, in addition to handling many other farm and commercial chores for WLS and its advertisers. He came to WLS in 1938; can do a bang-up singing job, too, when called upon.

The VOICE of a FRIEND

with the Confidence long-time Friendships give

WHEN Al Tiffany or George Menard talk to Midwest American farmers, it is with the *Voice of a Friend*. For these two men, specialists in their fields, have both been WLS farm men since 1938. Listeners can recall hearing them on many special farm features in 1938, in 1940 and right on through the years.

In fact, you get a total of *30* years of farm service when you add up the time spent with the WLS audience by George Menard as Farm News Editor, Al Tiffany as Assistant Farm Program Director, and Arthur C. Page as Farm Program Director.

This is a familiar story on WLS. Farm editors, musicians, announcers, singers, newsmen — all are accepted as *friends*. Friendship rests on mutual confidence. Confidence generates response. Response equals *results* for the advertisers who use WLS—The Voice of a Friend in Midwest America.

This is the seventh and last in a series of advertisements telling the story of WLS as The Voice of a Friend. If you would like these seven ads reprinted as a booklet for reference, write WLS, Chicago 7, Illinois, for your copy.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

(Advertisement)

REPRINT

OF LEADING EDITORIAL ST. LOUIS POST-DISPATCH TUESDAY, APRIL 10, 1945

In the Interest of Radio

Last Jan. 18, the Post-Dispatch printed an editorial whose first paragraph read as follows:

> The time has come to urge the big radio networks to change some of their practices regarding newscasting. In particular, NBC, Columbia, Mutual and the Blue Network (1) should quit interrupting news broadcasts with commercial plugs and (2) should quit permitting these broadcasts to be sponsored by objectionable advertisers.

This editorial, and subsequent ones in which the idea was explained and developed, have received considerable attention in magazines and in the press, and they have received particular attention in publications whose primary concern is the radio and advertising industries. In the course of the discussion, the Post-Dispatch position has sometimes been misunderstood and misinterpreted. We should like to clear up some of these misunderstandings and misinterpretations.

* * *

Here are two typical instances: J. H. Ryan, head of the National Association of Broadcasters, in a speech at Cincinnati, saw in the Post-Dispatch attitude a threat to freedom of the radio. He argued against criticism of newscasts on the ground that it might invite Government intervention. At a recent meeting of radio and advertising executives in Chicago, the charge was made that, in essence, the Post-Dispatch suggestion of Jan. 18 represented an attack on the radio as a competing advertising medium. Other misunderstandings and misinterpretations may be cleared up by a restatement of this paper's position.

(1) To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. New techniques, such as the roundups of world capitals and battlefronts, have brought the war vividly to every American household. Too much praise cannot be given to the networks for designing these new techniques and for the general excellence of the newscasts themselves. By the very nature of its medium, radio's superiority over newspapers in the immediate transmission of important news has long been obvious. The newspaper "extra," once the fastest means of communicating news of extraordinary importance, is just about as dead as the dodo.

(2) We repeat that the Post-Dispatch is as jealous of freedom of the air as it is of freedom of the press. To imperil one is to jeopardize the other. In its 67 years, this newspaper has fought for every form of freedom of expression guaranteed in Article I of the Bill of Rights.

(3) Just as the Post-Dispatch is supported largely by advertising, so we believe that radio should and must be supported by advertising. We believe this because the alternative would be Government ownership and control of radio. The idea is abhorrent.

* * *

(4) It was precisely for this reason that our suggestion of Jan. 18 was made. There are forces

PROGRAM TO INSURE FREEDOM OF THE AIR

in the administration and Congress which have warned radio that Government might be compelled to act if radio standards do not measure up to "public interest, convenience and necessity," for which radio is licensed. The sure way to prevent Government interference, and to discourage demagogues who would seek to impair freedom of the air, is for radio itself to set its own high standards for public service.

(5) It is not doing this when its principal contribution to public service, namely, the broadcasting of news, is marred, tortured and made nauseating by those commercial announcements which have become known as plug-uglies. This is particularly true in time of war. As Leo J. Fitzpatrick of Station WJR, Detroit, aptly said:

> We must remember that practically all listeners have relatives or close friends in the armed services, and that their interest in newscasts is quite personal, quite emotional and sometimes becomes terribly tragic, as they hear the names and stories of loved ones in the news.

(6) We are not criticising the commercial sponsorship of news. We are criticising two specific methods that have crept into the commercial sponsorship of news. One such method is the interruption of news for sales talks. The other is the use of news by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors and a thousand and one equally revolting subjects.

(7) Of course, the advertiser who pays for the newscast is entitled to tell his reasonably-timed story both at the beginning and the end of the program. No one objects to that. Such newscasts, as a matter of fact, are on the air. Two examples—and others could be cited—are the Lowell Thomas and Kaltenborn programs. These open and close with commercial announcements, but there is no interruption once Thomas and Kaltenborn begin to speak.

* * *

(8) While the Post-Dispatch station, KSD, nearly a year ago eliminated interrupting commercials from newscasts originated by it, and has also barred newscast advertising which it considers inappropriate, it admits an inconsistency. KSD has continued to broadcast NBC news programs which do not conform to the station's own standards. We could correct this by ending our connection with NBC and diverting its service to some other outlet. Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network.

(9) NBC is the oldest national network—a pioneer in developing our American radio system. Its achievements in the fields of entertainment, of education, of newscasting, of cultural contributions in music and in the arts are a monument to the principle of free radio. In the subject under discussion, NBC was the first of the big chains to outlaw the middle commercial in newscasts, though its new rules permit fudging at the beginning and end. In the matter of exercising control of sponsorship, however, NBC lags behind the Columbia Broadcasting System. CBS uses the middle commercial, but it long ago refused to permit distasteful sponsorship of its excellent network news service.

(10) We recognize it is only natural for the networks to be disturbed by a proposal whose fulfillment would affect an intricate series of relationships with advertising agencies and advertisers themselves. The sponsorship of news is one of radio's chief sources of revenue.

* * *

(11) We believe, however, that the elimination of the newscast plug-ugly would be to the advantage both of the networks and of the advertisers. They have a common stake in maintaining the effectiveness of the radio appeal, now marred by the newscast plug-ugly. There is a large percentage of the listening public which does not willingly accept or which consciously resents bad taste and interruptions in newscasts.

(12) KSD's experience, and that of a growing list of other individual stations which have voluntarily barred the newscast plug-ugly, show that the advertiser, as well as the public, is pleased by the result. The latest advertiser to adopt this policy is the Standard Oil Co. of Indiana.

(13) We repeat we are making no attempt and have not the slightest desire "to reform the radio industry." We have challenged only one small phase of radio's activities. We think that middle interruptions in amusement programs are in quite a different category from newscast interruptions. We have no quarrel with radio except in the matter of the newscast plug-ugly. This is not a press attack upon radio. It is, we believe, a constructive suggestion offered in the interest of radio.

(14) Our position is a simple one. The plug-ugly, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it reported with dignity and good taste. We hold that the radio industry whose function it is to serve the "public interest, convenience and necessity" has far more to gain than to lose by eliminating the newscast plug-ugly—lock, stock and barrel.

If radio did so, it would fortify the great and fundamental principle of freedom of the air.

ST. LOUIS POST-DISPATCH

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

NEVILLE MILLER, former NAB President, who has just concluded a year's tour with UNRRA as deputy director of its Balkan Mission, plans to leave Government service upon his return here soon. He has not announced future plans. He may hang out his shingle both in Washington and in Louisville.

IT HAS BEEN LEARNED that Paul A. Porter, FCC chairman, was strongly endorsed by Justice Fred M. Vinson for the Federal Loan Administrator's post. Mr. Porter was Justice Vinson's assistant when the latter was Director of Economic Stabilization. Mr. Porter, in turn, it is reliably learned, was disposed to endorse his colleague, Commissioner C. J. Durr, for the loan post. The Alabaman, prior to his appointment to the FCC in 1941, was a director and general counsel of the Defense Plant Corporation, one of the loan agencies. President Truman may have a different idea.

THE FCC MAY pull a double feature on allocations by about May 1. Along with its "grand finale" report on allocations for FM, television and other services above 25,000 kc, the Commission simultaneously may issue its proposed allocations for services below 25,000, covering international broadcasting and enlargement of the existing broadcast band. Staff sessions started last Wednesday on the allocations. Best bet: both FM and television allocations will remain as in the proposed report, with some possible slight modifications on each. Emphasis will be on "upstairs" development of both broadcast media.

DESPITE AN APPARENT determination to get the so-called clear channel hearings under way May 9, prospects now are for a postponement of the opening date. At best, there could be only a token start, with economic and other data already prepared thrown into the record and with a prompt recess to allow for assembling of highly technical coverage and economic data. Thought is that it would be foolish to bring in people from all over the country on a token start with ODT still asking: "Is that trip necessary?"

RADIO FOLK WHO planned to attend the Inter-American Telecommunications Conference in Rio in June can unpack their bags. The State Dept. last week suggested to the Brazilian Government that the proceedings—first since the war began—be postponed because of the pressure of other preparatory work. No new date indicated, but probably no parley before fall.

LOOK FOR THE FCC to intervene in the Federal Court proceedings involving efforts of the religious groups thrown off WPEN Philadelphia to peg broadcast stations as common carriers which cannot refuse to sell time as long as there are buyers. *Philadelphia Bulletin*, upon taking over ownership of WPEN several months ago, canceled commercial religion programs.

(*Continued on page 74*)

Upcoming

WCHS Charleston, W. Va., further hearing on license renewal before FCC examiner, April 17.

WMC Memphis, license renewal hearing before FCC examiner, April 20.

WGBF Evansville, Ind., license renewal hearing (duopoly) before FCC examiner, May 1 (postponed from April 10).

KHQ, KGA Spokane, Wash., license renewal hearing before FCC examiner, May 16 (duopoly).

KOMO, KJR Seattle, license renewal hearing before FCC examiner, May 18 (duopoly).

Bulletins

REPRESENTING the combined networks at final rites for Franklin D. Roosevelt conducted at the White House in Washington Saturday were Ray Henle, Blue-ABC commentator, and Carleton Smith, general manager, WRC Washington, and dean of Presidential announcers.

Traveling on the train which bore the late President to Hyde Park, and attending interment ceremonies there, were Mr. Smith for NBC; Tris Coffin, CBS; Tom Slater, Mutual; Bryson Rash, Blue-ABC.

* * *

FOR ONE MINUTE Saturday every form of communications in the nation—broadcasting, the telephone and telegraph—ceased operation in silent tribute to the memory of President Roosevelt. All the major networks went off the air at 4 p.m. for that historic moment; stations did likewise; AT&T handled no telephone calls and Western Union halted all wire traffic, both domestically and internationally.

* * *

WROX Clarksdale, Miss., operating with 250 w on 1450 kc, on May 1 becomes a Mutual affilate, boosting that network to 256 stations.

RHINE THEME

FROM "Deep Inside Germany" on 29 March comes this missive from Staff Sgt. Murray Arnold, ex-WIP Philadelphia publicist:

"Just heard a quickie three-minute show on 'Radio Luxembourg,' which gave the weather report all along the Rhine River. What do you think the theme song played on the bit was? *'Ole Man River!'*"

Editor's Note: General manager of Radio Luxembourg is Lt. Col. Samuel R. Rosenbaum, who used to head WFIL, WIP Philadelphia competitor.

Business Briefly

UOPWA PROMOTES ● A nationwide radio spot campaign will be started in about three weeks by United Office & Professional Workers of America (CIO) to promote its newly-created salary information department, composed of experts on WLB procedure and designed to serve employes and management. Agency, Moss & Arnold Co., New York.

HAIR GROOM PLANS ● Whitehall Pharmacal Co., New York, has appointed Ruthrauff & Ryan, New York, to handle Hair Groom, a new product. Media plans not set. Agency already handles Whitehall's *Ellery Queen* CBS show for Anacin.

DIGEST RENEWS ● Readers Digest Assn., whose 39-week contract for *Town Meeting* Blue-ABC, expires May 31, has renewed through BBDO. At press time it could not be learned whether sponsor picked up option to continue through summer or signed for hiatus.

WALL PAPER CAMPAIGN ● Cincy Wall Paper Cleaner, Cincinnati, placing eight week spot announcement campaign on KDKA WJR KOMO WEOA WFBM WGL WINN WMAQ WLW WOOD WROL WTAM WTCN. Agency Ralph H. Jones Co., Cincinnati.

LOUISE ADDS THREE ● Neblett Radio Productions, Chicago, has sold the transcribed series *Louise Massey & the Westerners* to three additional sponsors: Miller Drug Co., starting April 18 for 52 weeks thrice-weekly on WTMA Charleston, S. C.; Smith Warehouse, daily for 13 weeks on WGTM Wilson, N. C.; Falstaff Brewing Co., thrice-weekly, 52 weeks, on KTBC Austin, Tex., Dancer-Fitzgerald-Sample placing Falstaff.

WALB CASE CLOSED

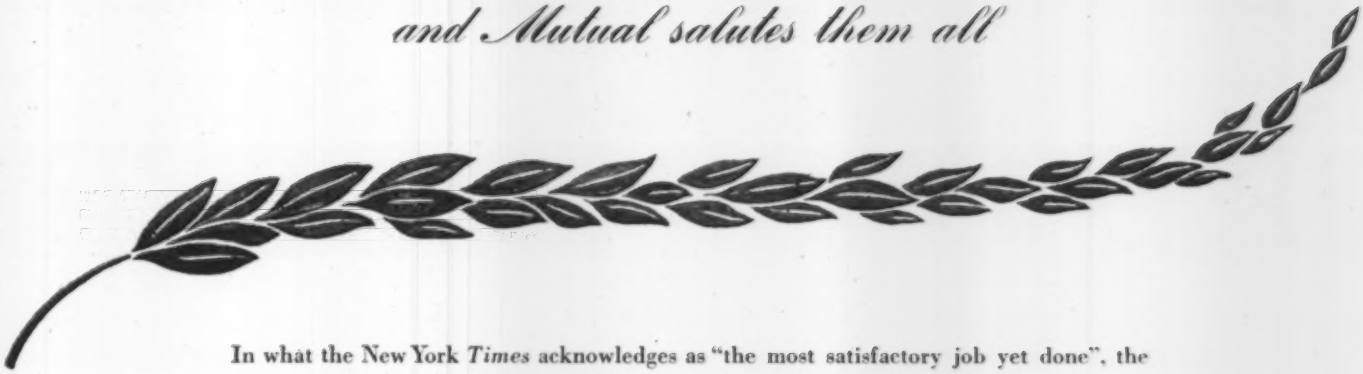
THE CASE of WALB Albany, Ga.—one of the most celebrated in radio annals—was wiped from the records last week with the adoption of an order granting the station a regular renewal. Involving alleged improper participation of Rep. E. E. Cox (D-Ga.) in the station's activities, WALB had been on temporary license for several years. It figured prominently in the House Select Committee investigation of the FCC. The grant followed consent in February to petitions requesting dismissal of applications for change of frequency and assignment of license from Albany Herald Publishing Co. to Albany Broadcasting Co.

ACCREDITATIONS FROZEN

BECAUSE of crowded conditions in the European war theatre, Army Public Relations, following advices from headquarters at SHAEF, Paris, has frozen temporarily accreditation of radio or news correspondents. Replacements, however, still are being cleared. As soon as the condition is alleviated, accreditations will be handled in customary fashion, it was stated at Army PRO headquarters.

FIVE FINE PROGRAMS WIN TOP HONORS

and Mutual salutes them all



In what the New York *Times* acknowledges as "the most satisfactory job yet done", the Peabody Radio Awards Committee has selected "radio's honor roll for 1944".

Five programs broadcast coast to coast were cited for distinguished service to the American listener, and so were the achievements of ten stations and individuals. These are the winning programs carried by nationwide networks:

Outstanding Educational Program: "The Human Adventure" (MBS)
Outstanding Entertainment in Drama: "Cavalcade of America" (NBC) and Fred Allen (CBS)
Outstanding Entertainment in Music: "The Telephone Hour" (NBC)
Outstanding News Commentary: Raymond Gram Swing (ABC)

The Mutual Broadcasting System sincerely congratulates the skilled men and women responsible for this stellar radio fare. Our nation is surely privileged above all others in its regular access to entertainment and enlightenment of this calibre. We extend equally sincere greetings to the stations whose programs were individually honored by the Peabody Committee for 1944; WLW, Cincinnati; WTAG, Worcester; WNYC, New York; WIBX, Utica; KOIN, Portland; WFBL, Syracuse; KVOO, Tulsa; KMOX, St. Louis; KFI, Los Angeles, and to Col. Edward M. Kirby of the War Department.

We are particularly pleased at the honors won by Sherman Dryer, producer-director of "The Human Adventure" for Mutual, and his able staff, working with WGN, the University of Chicago and the Encyclopaedia Britannica. That this is the only network-financed, network-presented program among all the Peabody winners is gratifying, too—but the creative personnel behind *all* fine radio on *all* networks and *all* stations merits a profound bow from all of us engaged in the business of broadcasting.

THE MUTUAL BROADCASTING SYSTEM

Results in Omaha!

Mr. Gordon Gray, General Manager,
Radio Station KOIL,
Omaha, Nebraska.

Dear Mr. Gray:

I just want to tell you how well pleased we are with the results from our recent relatively short radio advertising campaign with your station.

The results exceeded our expectations, and we received inquiries and orders from a much wider territory than we had thought possible.

Ours was a new product, and we believe that the publicity through your station immediately stamped it in the minds of the public as a quality product, and one that could be bought with confidence.

Very truly yours,
Petroleum Specialty Company,
by DWIGHT E. SLATER

For *Results in Omaha* - It's KOIL

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

★ For best RESULTS, select the POWER designed for your job. In the rich Ark-La-Tex area, KWKH — with its 50,000 watts — is the one medium with the POWER designed for full coverage of this buying market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

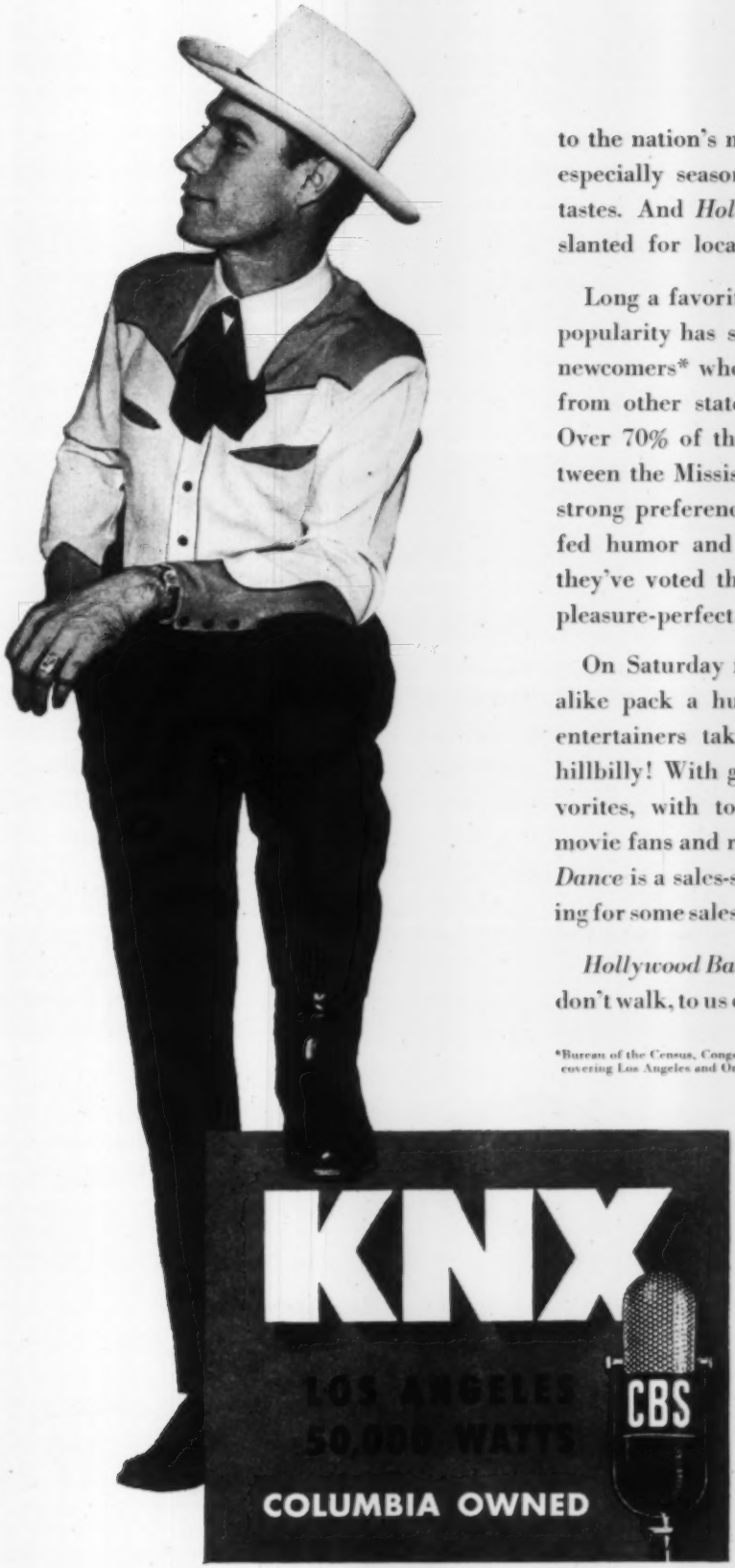
Represented by The Branham Co.

JACK CARSON originates at KNX . . .

so does Hollywood Barn Dance

Jack Carson is the comic on that coast-to-coast Campbell Soup funfest. Cottonseed Clark is head man of the stompin' *Hollywood Barn Dance*, musical hoe-down presented exclusively for the ears of Southern Californians.

Different shows, different personalities—but they have *a lot* in common. At KNX, *all* programs—network *and* local—must measure up to the same exacting CBS standards, for KNX *is* CBS-in-Hollywood. The same mastery in production, the same excellence of talent and wealth of facilities that send network programs



to the nation's millions, also create local shows especially seasoned to Southern Californian tastes. And *Hollywood Barn Dance* is doubly-slanted for local appeal.

Long a favorite of fun-loving Westerners, its popularity has soared with more than 656,000 newcomers* who have arrived in Los Angeles from other states during the past four years. Over 70% of them came from rural areas between the Mississippi and the Rockies. With a strong preference for old-fashioned fun, corn-fed humor and back-country barn dances, they've voted this Western style hillbilly show pleasure-perfect.

On Saturday nights, natives and newcomers alike pack a huge KNX studio, *Barn Dance* entertainers take over—and Hollywood goes hillbilly! With guest appearances by screen favorites, with top talent familiar to Western movie fans and radio listeners, *Hollywood Barn Dance* is a sales-sure program package just waiting for some sales-minded, on-his-toes advertiser.

Hollywood Barn Dance is now available. Run, don't walk, to us or the nearest Radio Sales office.

*Bureau of the Census, Congested Production Area Report, April 1, 1944—covering Los Angeles and Orange Counties.

Columbia's Station for All Southern California

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

The Town Crier Shouted His News

. . . but only a few were within range of his voice.

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

instantly contacts thousands already tuned in and waiting! And today, WFLA's market is one of the best in the South, heavy with buying power from Army and shipyard payrolls, plus general increased earnings. Deposits in one bank alone were $14,802,729.93 greater than last year!

Sell your product thoroughly and economically to this powerful market through WFLA—the most-listened-to station in the Tampa-St. Petersburg area!

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

Feature of the Week

Romulo Gets Flag From Youths

A HAND-MADE FLAG was hoisted over Malacanan Palace in Manila after it was liberated. Twenty-seven months before the flag had been painstakingly finished and trustingly placed in the hands of Brig. Gen., then Col., Carlos P. Romulo for just such an eventuality.

Makers of the flag were the members of the WSYR Syracuse *Youth Fourth Front*, conducted by Ray Servatius for a local ice cream company. The program, participated in by various youth organizations, was originally the *Juvenile Newspaper of the Air* but was rechristened when war was declared.

One of the projects of the show was the making of an American flag. A big one, eight by ten feet, carefully stitched of silk which they made to keep for themselves. But in Dec. 1943 the "last man to leave Bataan", Col. Romulo, came to speak in Syracuse and the kids inveigled an introduction through H. R. Ekins, WSYR commentator, an old friend of Romulo.

They asked Romulo to take their flag to the Pacific with him and give it to Gen. MacArthur to fly over liberated Manila. Romulo consented and apparently so did the general but the children never would have heard the denouement had it not been for a coincidence.

The newsmen covering the liberation of Manila never paused to wonder about the large hand-made flag so the story didn't get out that way. But a public relations officer sent to GI papers in the Philippines a small release which announced: "A hand-made American flag presented to Brig. Gen. Carlos Romulo by Boy and Girl Scouts of Syracuse, Dec. 12, 1943, was hoisted in Malacanan recently."

A soldier from Syracuse working on a four-page GI newspaper noticed the squib and relayed it back home where it was signaled as the completion of the *Youth Fourth Front's* most important project.

Sellers of Sales

CHIEF TIMEBUYER of Compton Adv., Frank Kemp is a serious-minded young man with a great fondness for facts and figures—a fondness intensified by his three years of electrical engineering study at MIT.

FRANK

A great believer in research, Frank would like to see the sample of the coincidental survey, both local and national, enlarged to provide greater statistical reliability. He predicts a great future for the Nielsen audimeter especially when it's expanded to a national basis. Frank is also a confirmed believer in BMB, as is the agency.

A native New Yorker, his first job was with the Chemical Bank & Trust Co., where he designed statistical cards used in IBM banking systems. After two years he joined Compton as a statistical clerk.

During his six years with the agency, Frank has seen all the angles of timebuying. First he bought spot time, then network and in his present position, supervises all Compton timebuying, both spot and network.

Agency radio accounts are Procter & Gamble (Crisco, Ivory Soap, Ivory Flakes, Duz, Barsolou), Allis-Chalmers, Goodyear, Scull Coffee, Krueger Beer and Socony Vacuum. Potential radio advertisers not currently active in that field include Wheatena, Kelly-Springfield, New York Life Insurance Co. and Pocketbooks.

Frank is single and lives in Brooklyn near Prospect Park. Within walking distance of Ebbets Field, Frank claims he can hear Lippy Durocher when the wind is in his direction.

His hobbies include photography, squash and hiking.

3 SOLID YEARS ON WWDC!

Morton's have used 22,50 consecutive broadcasts- spots, 1/4 hours and on Sun day three 1/2 hour programs

Three years is a long time. Long enough to prove that once a smart merchandiser—always a smart one. For Morton's has grown big!

Since they started on WWDC, Morton's has opened a new building and has added four new departments.

It's nuts-and-bolts facts like those behind Morton's success that give us the idea that if you have something to sell, WWDC can do the job for you. Availabilities sent upon request.

WWDC

the big sales result station in Washington, D. C

Represented nationally by WEED & COMPANY

XUM

ONE COMPLEMENTS THE OTHER . . .

SALT and Pepper. Different as night and day. Yet, we think of them and use them together. The two great metropolitan New York markets that listen to WOV, also are individual and different. And they too, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience. In the daytime, WOV overwhelmingly dominates New York's Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
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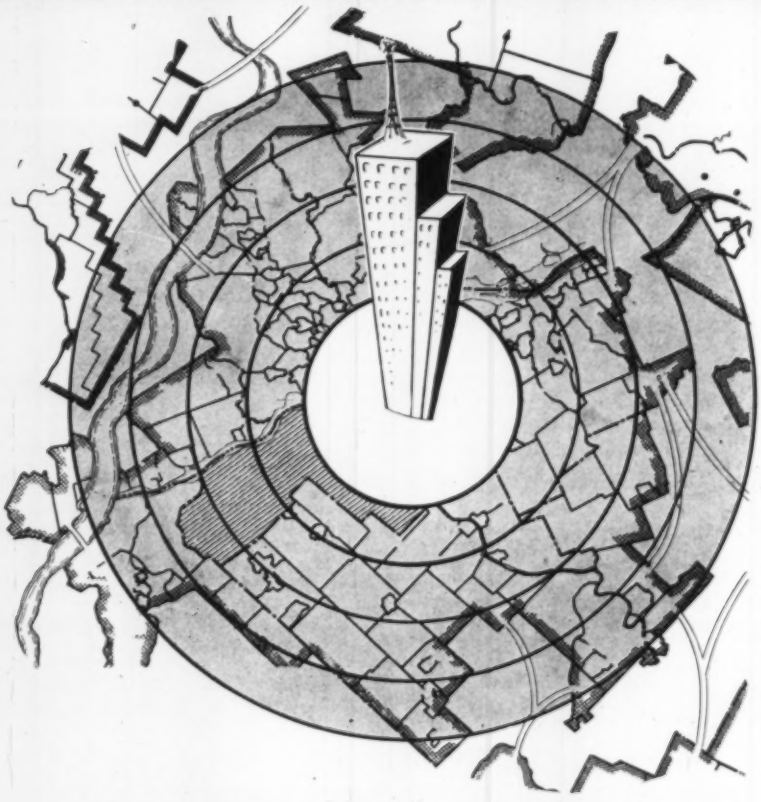

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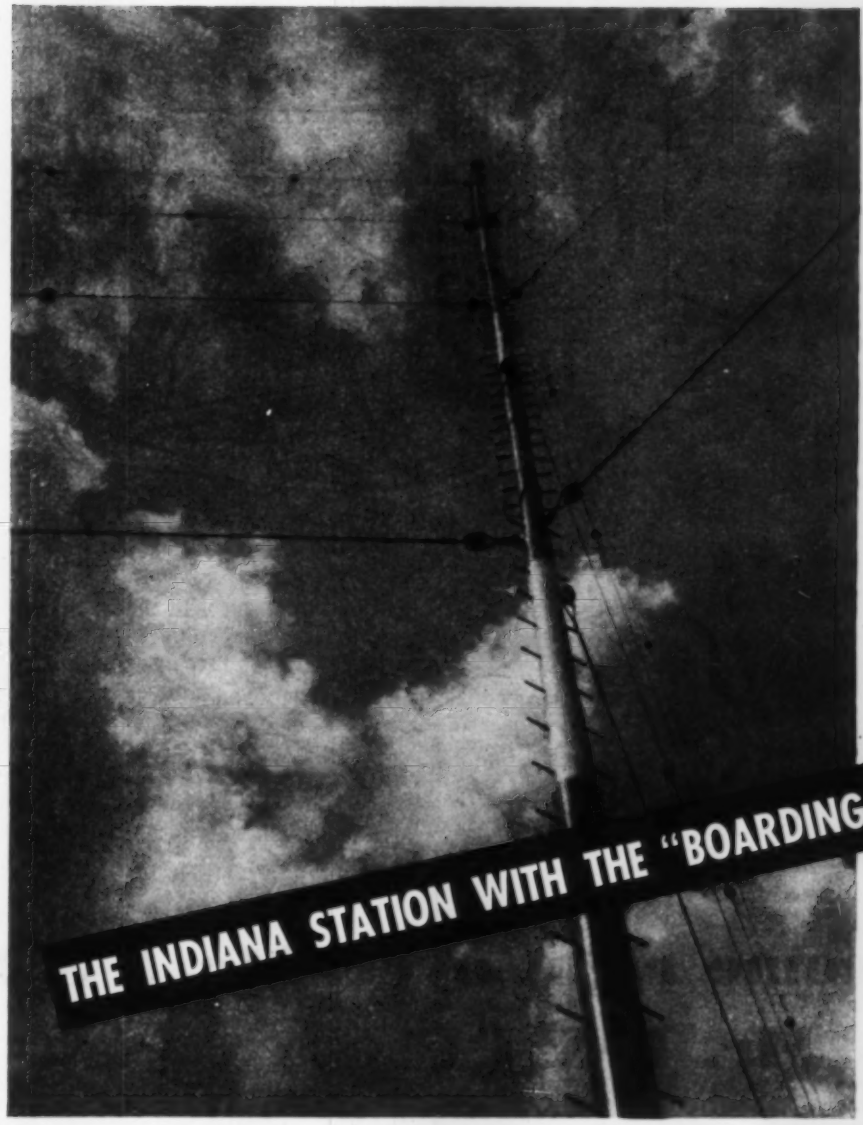

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BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 17 WASHINGTON, D. C., APRIL 16, 1945 $5.00 A YEAR—15c A COPY

Radio Returns to Its Grim Wartime Task

Truman to Follow Present Radio Pattern

RADIO RETURNED to its wartime task today after a weekend in which its voices mingled with those of the world in bereavement for the departed "Chief".

The great flood of tributes which flowed through American transmitters to listening millions was stemmed. From the first flash, which stunned the nation, radio cancelled normal commitments. Grief for the late President and the memory of him were put aside reluctantly by the 30,000 who make up the broadcasting industry, to all of whom the life of the "Radio President" had special significance.

Radio turned to the new President, Harry S. Truman. There were, of course, imponderable questions. It is known that President Truman is no novice in the art. He knows broadcasters. He likes and understands broadcasting.

His Radio Advisers

Paul A. Porter, FCC chairman, was his close advisor in campaigning days following the nomination of the Roosevelt-Truman ticket. As publicity director of the Democratic Committee and the campaign, Mr. Porter was at his elbow.

The new President's actual schooling in the art came from J. Leonard Reinsch, youthful and personable managing director of the James M. Cox radio stations (WSB Atlanta, WIOD Miami and WHIO Dayton), who served as radio director of the Democratic Committee under Mr. Porter.

Mr. Reinsch reported at the White House Thursday evening after a rush trip from New York. He was to remain indefinitely, to perform whatever services he could.

Further coverage of death of President Roosevelt on pages 16, 17, 18, 60, 63, 64, 65, 66.

President Roosevelt as he addressed the nation Dec. 9, 1941—one day following war declaration

Harry S. Truman, in his last radio appearance as vice president, at studios of WTOP Washington April 3

On few occasions during recent months has President Truman fulfilled a radio engagement without calling into consultation Mr. Reinsch. Speculation is not untoward that Mr. Reinsch, should he be able to relinquish present commitments, might end up in the new White House family of President Truman. This, should it eventuate, would present an interesting coincidence; for Mr. Reinsch has risen to his present leadership in broadcasting as a satellite of Mr. Cox who, as candidate for President in 1920, had as his running mate Franklin D. Roosevelt.

Only last week, it was recalled, Mr. Reinsch presented to the White House a new microphone stand designed by engineers at WSB Atlanta. It was made especially for Mr. Roosevelt, to be employed by him first at the San Francisco conference. Probably it will be used by President Truman in his future broadcasts.

There is no reason to believe that President Truman's philosophies about broadcasting and the manner in which it should be conducted differ from those of his predecessor. More of a middle-roader than the late Chief Executive, he is nevertheless of liberal bent. It is certain that his relationship with Chairman Porter is amicable and that he places great faith in the man President Roosevelt selected to head the FCC.

First Broadcast

MR. TRUMAN'S first scheduled broadcast as President: 1 p.m. Monday, an address before joint session of Congress on all major networks. Doubtless the President will address the people directly on all networks soon after this broadcast. Certainly it can be expected that President Truman, himself a veteran of the last war, will communicate by some means with the fighting troops. His most logical medium will be radio.

Knows Radio

As a former member of the Senate Interstate Commerce Committee and as a lawmaker of long experience, President Truman's legislative knowledge of broadcasting probably is more extensive than most would assume. No upheavals —insofar as radio are concerned— are in sight.

Doubtless, in time, there will disappear from the White House such men as Robert Sherwood, the playwright, Sam Rosenman, David Niles and others among the late President's advisors who assisted him in developing his masterful radio addresses. They will be replaced by men of President Truman's own selection.

Gift of Oratory

It is doubtful—and few will challenge this—that President Truman, whose background and training are more grass-rootish than those of his predecessor, ever will attain the oratorical heighths which marked Mr. Roosevelt's career. Rarely is one with such great gifts for showmanship as those displayed by the personable, charming and irrepressible Mr. Roosevelt born to the world. Even more rarely is the influence which his voice can exert felt so personally by so many.

President Truman cannot be expected to match his performance. In his radio appearances to date, President Truman's microphone technique has been ordinary. It is true, certainly, that it has improv-

(Continued on next page)

"My Friends" —An Editorial

THE GREATEST voice in the 25-year history of American broadcasting is stilled.

To every man and woman of the 30,800 whose talents are devoted to broadcasting, the loss of Franklin Delano Roosevelt is a personal loss, and a grievous one in these times.

The only President of whom it can be truly said, "Radio elected him," Mr. Roosevelt had turned not once, but four times, to the microphone to appeal for votes in the face of a generally unsympathetic press. Tragically crippled in the middle of his political career, he found in radio a link with the people.

Mr. Roosevelt made nearly 300 major broadcasts to the nation during his lifetime. He died on the eve of another broadcast. He was to have spoken for four minutes on the combined American networks at 9:54 p.m. Friday, 29 hours after his death. His speech was to have climaxed a special hour-long Jefferson Day program in which Robert Hannegan, James V. Forrestal and President Truman were to participate. Oddly, on this broadcast, for the first time in his four terms as President, Mr. Roosevelt had asked that another, Mr. Truman, deliver the main address.

But his greatest broadcast never will be heard. It would have come on that glorious day when he could have announced on the air to the world that the last enemy of the United Nations had laid down his arms. It would have been the report of a magnificent soldier that his armies had been victorious. That he, who spent his great energies so relentlessly, has been denied this is most tragic of all.

With his passing, many broadcasters whose contact with him had been intimate summoned memories of his respect for the power of the microphone. It was a ready instrument to him when he wished to talk, in a neighborly way, with his fellow citizens. In these "fireside chats" Mr. Roosevelt discovered, first among us, that he was being transported into the family circle and could therefore converse quietly and convincingly, without histrionics.

None highly trained in studio technique had better timing than his; none could more cleverly interpolate, with sly insouciance, a mirth-shaking quip. Nor could others match his mastery of the barbed retort, which left his campaigning opponents bruised and bewildered. He was, on the air, a rare admixture of Disraeli and Barrymore, of Talleyrand and Lincoln, as keenly attuned as a Shakespearean actor, but by paradox if he willed, a "ham" in the oldest tradition of the theater.

Much of this which contributed so immeasurably to his stirring broadcasts was inherent in his naturally vibrant personality. But his konwledge of radio was not acquired accidentally. As Assistant Secretary of the Navy in the first World War, Mr. Roosevelt was in charge of naval communications. He encountered radio then, studied it, foresaw the gigantic influence it would exert. When nominated for the Presidency in 1932, he turned to the medium, then relatively new, to convey his program to the voters.

As early as 1936, one incident illustrated his intimate knowledge of commercial broadcasting. Conversing then with Carleton Smith, general manager of WRC Washington and dean of Presidential announcers, Mr. Roosevelt announced that he was going on a few stations with a speech. "Not a network," he commented, "just a few stations in New York." He then proceeded to name off, by call letters, the numerous outlets which were to carry his address.

In those same days, when he was preparing a radio address with his colleagues at the White House, he would read it over aloud, interjecting such occasional remarks as: "I'll pause here. That'll get 'em." His instinct for radio showmanship seemed infallible.

His death brought to the stations of the nation a profound grief. Regular schedules on all networks and in studios from coast to coast were discarded. Programs were altered with feverish devotion. The voice of broadcasting reflected the saddened spirit of America in solemn tones.

Known to have expressed often a desire to own and publish his own newspaper (he was editor of the daily *Crimson* when a student at Harvard), Mr. Roosevelt once said to a friend, possibly with tongue-in-cheek: "I know what I'll do when I retire. I'll be one of these high-powered commentators."

He was, in fact, the highest-powered commentator of them all. He was the voice of humanity. That voice—now laughing, now jesting, now speaking with sincerity and conviction—lived in the homes and in the hearts of millions the world over. That this great, buoyant spirit is gone forever is difficult to comprehend. Those who gave wings to his words will miss him.

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ed, mostly as a result of considerable instruction by intimates familiar with the art. But there can be no doubt that his first broadcast after taking office will be tuned in by millions—and less doubt that many of these will shake their heads, recalling the buoyant, warm "My friends . . ." of a day so recently past. Mr. Roosevelt has placed upon radio, in his communion with the people, an emphasis which cannot be ignored. It is up to those who follow him to train themselves in the medium's use, and this President Truman certainly will do.

Probably the "Fireside Chat", as it was known during the 12 years Mr. Roosevelt spent in office, will become part of the legend of the land. There is not the familiar manner in President Truman's broadcast presentations, despite the man's innate friendliness, to lend to such informal discussions with the people the sense of intimacy which made them such occasions in the past.

But whatever the great radio strides he must take to match the footsteps of his predecessor, President Truman certainly recognizes them, for he is by reputation a modest and humble man and enters upon his new duties in that spirit.

He has the sincere assurances of broadcasters, and of those officials who must dictate his radio regulatory policy, that they will stand by him faithfully in this hour of his greatest challenge. Added to hundreds of such assurances telegraphed and written to him from broadcasters across the land was this statement by J. H. Ryan: "At this critical time when you take up the great burden laid down by your magnificent predecessor, the broadcasters of America join with you and the nation in bereavement. Looking to the massive problems before you, broadcasters place at your instant command the facilities of their stations which Franklin D. Roosevelt used so effectively."

President Truman's own disposition toward radio is well known. It was reflected in June 1944 when he said to his neighbor and friend, Arthur B. Church, president of KMBC Kansas City: "Too much cannot be said of radio and what it means to the American way of life." He added, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

Practically all broadcasters in his native Missouri know the President well. Among his close advisors have been Tom L. Evans, president of the Crown Drug Co., and principal owner of KCMO Kansas City, and Lester E. Cox, also identified with KCMO ownership, and operating KWTO Springfield.

IN TRIBUTE

By PAUL A. PORTER
Chairman, FCC

THE DEATH of President Roosevelt leaves those of us who loved him and worked for him stunned and sad. The heavy heart of humanity finds consolation in the confidence that those principles for which President Roosevelt gave his life will triumph. There must be no compromise, no false adjustments, no betrayal of the tenets of human liberty and decency which our great and beloved leader and friend championed so fearlessly. The world can achieve the order and the opportunity which President Roosevelt's vision foresaw; and we pray that America's greatness is rededicated to that goal.

AT WHITE HOUSE

J. LEONARD REINSCH, managing director of the Cox radio stations, arrived at the White House Thursday evening to remain indefinitely and to render whatever services he could. He has been President Truman's radio and public relations advisor since the campaign, having served as radio director of the Democratic Committee during the fourth term campaign.

ROOSEVELT AND RADIO. Left, before a carbon mike as President-elect in November 1933. Center, marking a new era in diplomacy, a cabinet meeting in 1938 with receiver on the floor to pick up domestic and foreign broadcasts on European war crisis. Right, a typical candid shot before a microphone in Cincinnati on a tour two years ago.

Roosevelt Was First Radio President

Placed His Main Reliance Upon Microphone

ROOSEVELT and radio were synonomous.

He was the first national figure in history to place main reliance upon the microphone to reach the electorate. He was the first Presidential candidate to wage a successful campaign by radio. That was in 1932. He remained in office until he "slept away" last Thursday.

Much as Franklin D. Roosevelt owed radio, the art owed him more. A perfectionist before the microphone, he was the nation's No. 1 radio personality throughout his 12 years in the highest office of the land. He geared his every public utterance to radio's tempo; his resonant voice, mastery of inflection and emphasis, placed him in a class by himself as a radio orator.

Four times he was swept into office, each time by a greater popular vote than before. Each time—even in the momentous campaign of last fall—his vote-getting power was reflected in his superior microphone presence.

Set the Pace

It was during the eventful last 12 years that radio achieved its greatest developments. The President's meteoric success in the use of the microphone led others to emulate him. Radio became the anchor political campaign medium. News releases were timed for radio deadlines as well as the press. Press conferences became "radio and press conferences" from the White House down. Radio galleries sprouted in Congress. Radio correspondents were accredited on the press level at home and in the war theatres.

That is not to say that broadcasters have not had anguished moments during the Roosevelt tenure. His affinity for radio caused him zealously to guard it against encroachment by interests which he felt might submerge its objectivity as a news medium. He once alluded to radio (in 1939) as an instrumentality that would overtake the "loudly proclaimed untruths or greatly exaggerated half-truths".

The Roosevelt antipathy toward the press generally inspired his respect for radio. One of his earlier press confidantes remarked on the day of his passing that his success in public life was attributable "80% to his adept use of radio".

Shortly after his ascendancy to the Presidency, the White House household assumed the soubriquet of "The Radio Roosevelts". Elliott Roosevelt, now a brigadier general with the Air Forces, became vice-president of a southwestern radio group which later was absorbed by Hearst. Subsequently he was president of Hearst Radio and prior to his entry in the service in 1942 he had assumed part ownership of KFJZ Fort Worth and the Texas State Network.

Mrs. Roosevelt took a fling at commercial network broadcasting for a couple of years but donated the proceeds to selected charities. Jimmy Roosevelt, now a Marine Corps colonel, became identified with the Yankee Network in Boston as a news commentator in 1933. Brother Elliott also was a commentator over Mutual, via his Texas State affiliation, and on one occasion criticized the Administration's policies.

Some Trials, Too

On the regulatory side, broadcasters have had more than a few vexatious experiences. In the earlier days of the McNinch chairmanship of the FCC, they viewed with trepidation Government inroads into radio's freedom. When Judge McNinch's health broke in 1939 and Chairman James Lawrence Fly took over the FCC reins, there were even greater periods of anxiety. Mr. Fly's open sesame at the White House door and the stolid support he received from the Chief Executive more than once caused some broadcasters to think their radio properties and investments hung heavily.

But all this stemmed from the President's deep affection for radio and his desire to keep it in friendly hands with a maximum diversification of ownership. There is no gainsaying he wanted radio divorced from the press, but his FCC minions never could achieve that goal.

Early in his first Presidential term (in June 1934) the President first evidenced his impassioned desire to keep radio free.

"To permit radio to become a medium for selfish propaganda of any character would be to shamefully and wrongfully abuse a great agent of public service," he told a radio convention. "Radio broadcasting should be maintained on an equality of freedom similar to that freedom which has been and is the keystone of the American press."

The chronology of the development of radio, as recorded by BROADCASTING in its *Yearbooks*, is sprinkled with mentions of Roosevelt radio "firsts".

On Nov. 9, 1932, as Governor of his native State of New York, he made his first radio address as President-elect, thanking the electorate.

On March 4, 1933, the Roosevelt

(*Continued on page 60*)

BIRTH OF FIRESIDE CHATS

Term Created in 1933 by Capt. Harry Butcher, Then General Manager of WJSV

By GLADYS HALL

Secretary to Earl Gammons, CBS Washington vice-president, and to his predecessor, Capt. Harry Butcher, Aide to Gen. Eisenhower.

HOW PRESIDENT Roosevelt's radio messages to the nation came to be called "fireside chats" was disclosed during a review of broadcasts on WTOP (then WJSV) when it increased its power to 50,000 watts in March, 1940.

Harry Butcher (vice-president of CBS on leave as Naval Aide to Gen. Dwight D. Eisenhower), who was then general manager of WJSV, suggested the title during arrangements on the broadcast preceding President Roosevelt's address following the declaration of the bank holiday in March, 1933.

The following dialogue between Ted Church, special events director (now assistant director of news, CBS, New York) and Mr. Butcher at the time, was reproduced during the special dedicatory broadcast for the increased power, and broadcast on the Columbia network:

TED: I don't like this one, Harry. I made it a little too stiff. It's the usual formal thing. I think we ought to get something more human.

BUTCHER: You're right, Ted. The President says he isn't just making a speech. He wants to sit down and talk to people just as he would if they were here.

TED: Just a sort of friendly chat.

BUTCHER: Sure. Let's see . . . he's broadcasting from the Diplomatic Reception room—that sounds stuffy —m-m—, there's a fireplace in there, isn't there?

TED: Sort of a fireplace.

BUTCHER: Fireplace . . . friendly chat people listening to their President as if he were right at their own firesides . . . I know, I think I've got something: Let's call it a fireside chat.

TED: Fireside chat . . . fireside chat. That sounds exactly right to me, Harry.

The introduction, together with the more formal introduction, was taken to the White House for the broadcast. Later, Mr. Butcher was talking to Mr. Marvin McIntyre, one of the secretaries to the President.

McINTYRE: Harry, the President has read them both and he says this one about the fireside chat is a honey.

BUTCHER: Swell, that's the one we like, too.

McINTYRE: Let's go ahead and call it that. Maybe we'll have a series of them . . . fireside chats to the nation. I think maybe you put a new phrase in the American language.

PS . . . Bob Trout was the announcer first to use the phrase. He did the broadcast that night.

Radio Handles Tragic News With Dignity

Medium Displays Its Maturity In Crisis

FACED WITH the unprecedented responsibility of announcing to a nation at war the passing of its leader, American radio proved its maturity by handling the tragic situation with all the dignity and straint called for by the occasion.

From the moment of the announcement of Mr. Roosevelt's death at 5:47 p.m. Thursday regular schedules were scrapped by networks and independent stations alike. All commercial announcements were cancelled. The only programs on at their scheduled times were news broadcasts, serious musical programs and others which could be adapted to the solemnity of the situation. Tributes from leaders of church and state and public opinion; special requiem music; accounts of reactions to the news and biographical reviews of the lives of the late President and his successor accounted for most of the programs broadcast.

Blue Network

Although definite plans for the weekend were still in the making Friday afternoon, all networks planned to broadcast the services in Washington on Saturday afternoon and at Hyde Park the following day, surrounding them with appropriate program material. WHN New York and other independent stations announced that all commercials had been dropped until after the interment out of respect to the late President.

Outstanding among the host of noteworthy memorial programs was the *March of Time* broadcast on the Blue at 9 p.m. Thursday. Receiving the news of the President's death as they were completing final rehearsal of their planned broadcast, Frank Norris, radio program chief of *Time* and his staff prepared a new script of dramatized highlights of Mr. Roosevelt's career which utilized recordings of his major speeches from his first inaugural address in March 1933 to the Declaration of War in December 1941. Program concluded with the reading of Walt Whitman's tribute to Lincoln: "Captain, My Captain."

Blue-ABC's chairman, Edward J. Noble, broadcast his tribute to the chief executive, under whom he had served as Under-Secretary of Commerce, at 7 p.m. Thursday. Other notables on the Blue's Thursday evening schedule included James A. Farley, former Democratic National Chairman; Orson Welles, who delivered a special memorial tribute from Hollywood; Basil O'Connor, former law partner of the President and chairman of the American Red Cross, to list only three of a score of political, religious and other national figures. Sir Thomas Beecham conducted a half-hour musical tribute to Mr. Roosevelt. The life of the new President, Harry S. Truman, was dramatized in another special Blue broadcast.

The Blue aired a tribute by Orson Welles at 10:10 p.m. EWT Thursday. Mr. Welles, speaking from Hollywood, stressed the need for continuation of Mr. Roosevelt's work, saying, "He has no need for homage and we who loved him have no time for tears . . . our fighting sons and brothers cannot pause tonight to mark the death of him whose name will be given to the age we live in . . . we cannot do him reverence this April twelfth. There will be time for tears only when his work is done."

NBC

NBC from 5:49 p.m. Thursday to its sign-off at 1 a.m. Friday broadcast 72 programs, all dealing with some phase of the tragic news. Following the original announcement, H. V. Kaltenborn gave an account of the Chief Executive's death and its impact on the world, with other NBC commentators and reporters around the globe describing the reception of the news. Programs of requiem music and eulogies by religious leaders of all faiths were broadcast, as well as statements from leaders of public, political, civic and business life.

The operations plan made in all network departments for coverage of V-E day was put into action, NBC reported. Correspondents on the world's battlefronts and in the capitals were ready with statements and interviews when the network was ready to pick them up.

One of the appealing human interest broadcasts was that of Don Fisher, from Warm Springs, Ga., at 10:30 p.m. Thursday. Interviews with the correspondents of AP, UP and INS and with local figures who

(*Continued on page 63*)

INS GAVE FIRST FLASH OF DEATH

INTERNATIONAL News Service scored a beat on President Roosevelt's death, flashing the news at 5:47 p.m. Thursday. Within minutes other news associations followed, but INS radio clients were ahead of competitors with the bulletin.

At CBS New York for instance, Lee Otis, in the newsroom, heard the INS 10-bell flash signal, thought Berlin had been reached and was shocked when he read the bulletin: "The President is dead."

In short order INS began to receive congratulatory messages from stations throughout the country. Among them was this wire from Leland Bickford, Yankee network news chief: "Your story on President's death one of major scoops of our times. Thanks for your aggressiveness. It was a 20-carat beat."

TRIBUTES BY INDUSTRY LEADERS

BRIG. GEN. DAVID SARNOFF
President of Radio Corporation of America

America has lost a great President and mankind a staunch friend. His magnetic personality lives on in the sound of his masterful voice which will echo and re-echo throughout the ages in the cause of freedom and justice for all people.

J. HAROLD RYAN
President, NAB

The passing of Franklin Delano Roosevelt brings a sense of deep personal loss to the broadcasters of America. He gave historic evidence of the effectiveness of this medium of communication in the solution of national and international problems.

Now in the hour of his death, radio responds to the sound of his name with overtones of immortality. Radio, the instrument by which the late President was known to so many millions, is a reluctant messenger of death, for this beloved leader of the people will always live in this avenue of friendly human approach to men, women and children throughout the world. Broadcasters continue dedication of these facilities to the successful prosecution of the war and the realization of lasting peace under the leadership of President Harry S. Truman.

JAMES LAWRENCE FLY
Former Chairman, FCC

American Broadcasting has lost its greatest friend.

NILES TRAMMELL
President, NBC

The broadcasting industry mourns the passing of Franklin D. Roosevelt, one of the world's greatest leaders. Among his accomplishments, he will long be remembered as one of the statesmen to use the medium of radio to bring his messages directly into the American home. His "Fireside Chats" humanized issues which were deep and complicated. The National Broadcasting Co. has cancelled all its entertainment programs and will present only those broadcasts in keeping with this tragic occasion.

PAUL W. KESTEN
Executive Vice-President, CBS

It is now two hours since the world-shaking announcement of the President's death was first broadcast. We at CBS are all humbly aware of the grave responsibility placed upon broadcasting for informing the people in this fateful hour. [From statement issued at 9 p.m. April 12].

FRANK E. MULLEN
Vice-President and General Manager, NBC

The death of Franklin D. Roosevelt at this time of near triumph for democracy and decency is a great shock to us in the radio business who appreciated fully his many contributions in our behalf through his vigorous defense of the four freedoms.

CHESTER J. LaROCHE
Vice-Chairman, Blue-ABC

The death of Mr. Roosevelt is a stunning blow to the entire world. We have lost one of our greatest soldiers in the fight for freedom. His life, which he gave for that in which he so ardently believed, can be and must be an inspiration for those who carry on his work.

EDGAR KOBAK
President, MBS

The tragic and untimely death of our great President is an irreplaceable loss to the nation and to all freedom-loving peoples of the world. To us who knew him it is a great personal loss. His passing comes at a time when we the living must face the challenge to carry on the fight for which Franklin D. Roosevelt fought and died.

PHILLIPS CARLIN
Vice-President in Charge of Programs, MBS

Of my 22 years in broadcasting, reporting the tragedy of our President's passing was the saddest duty radio has had to perform. To me, it seems as heavy a world burden as was the shooting of Abraham Lincoln.

CARLETON D. SMITH
Presidential Announcer, NBC General Manager, WRC Washington

FRANKLIN DELANO ROOSEVELT was the first radio President. It was through radio—through those famed visits to the White House fireside—that Americans came to know him best. Around that fireside he gathered the greatest listening audience in the world. They listened and they listened well—but never to just A Voice.

Franklin Roosevelt learned early the principles of oratory. As Assistant Secretary of the Navy, he directed Naval Communications. While campaigning for the Vice-Presidency and through succeeding campaign years he made hundreds of speeches. When he came to the White House he was a great orator and he knew what made radio "tick". His speeches were written for the ear—not the eye.

But his radio success is rooted deeper. It was Roosevelt, the Man, who brought to radio much of the importance and dignity it has today. He used it wisely, carefully. He used it well. And he used himself. Roosevelt gave to the microphone all of his natural warmth—a warmth born of a sincere love for humanity. It was that warmth that designated A Great Man who followed. "Ladies and Gentlemen, the President of the United States."

EDITOR'S NOTE — Carleton Smith probably knew President Roosevelt more intimately than any active radio man. He placed the President on the air more times than any other announcer during the last 12 years. The President on many occasions asked that Mr. Smith accompany him on his trips which he did even after he had forsaken the microphone and had been assistant manager and then general manager of WRC.

EDWARD J. NOBLE
Chairman of the Board of Blue-ABC

I knew him. I worked with him. There has not yet been sufficient time for any of us to comprehend the blow that has fallen upon us and all the people of the world. Our hearts are bowed in grief. Another great soldier, perhaps the greatest, has fallen in the midst of battle.

MARK WOODS
Vice-President, Blue-ABC

Freedom and peace have lost one of their most valiant fighters. In the grief which enshrouds the whole world at the sudden death of our President, it is almost impossible to realize fully the extent of our loss. We must all resolve that we will fight as strenuously as did Mr. Roosevelt for the great objective for which he gave his life.

ROBERT SWEZEY
Vice-President and General Manager, MBS

The tragic death of President Roosevelt is a tremendous shock to all Americans. Few of us realized until the moment of his passing how completely this nation depended upon his fortitude and his leadership. Now we must carry on without him and rally to the support of his successor as he would have had us do.

All Is Relative

THE INEVITABLE happened at WTOP Washington, CBS key. In the midst of the early confusion and sorrow of covering the President's death, a small boy called the newsroom. He asked the question uppermost in his mind, and doubtless spoke for thousands of little boys and girls throughout the nation, "Is there going to be school tomorrow?"

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO is a "friend indeed" in Iowa!

Every group of people has some one person to whom they turn in time of trouble—the proverbial friend in need who is a friend indeed.

In Iowa, WHO is such a friend. Dozens of letters pile up on WHO desks daily, requesting information and help of all kinds—they add up to thousands in a year's time. Herb Plambeck's Farm Service Department alone gets more inquiries each day than his big staff can easily handle.

Recently, for instance, a farmer wrote that he and neighbors suspected they were being badly gypped on the grading and pricing of eggs by a local produce buyer. WHO investigated—found the suspicions to be true—had the situation immediately corrected. Naturally, those farmers love WHO.

We've "settled bets" for soldiers in New Guinea, regarding how tall the corn grows in Iowa—put announcements on the air to help find missing people—advised school kids how to start and maintain their "school papers"—helped many farmers and war plants find desperately needed help, etc., etc., etc. We could continue this list for hours!

So what? So thousands of Iowa folks hear *the voice of a friend* when they hear WHO. Maybe that's one reason why the 1944 Iowa Radio Audience Survey shows that more people "listen most" to WHO than "listen most" to all other stations heard in the State, combined.

✚ WHO *for* Iowa PLUS ✚

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

PEABODY DINERS (seated, l to r): Frank Stanton, CBS; C. W. Myers, KOIN Portland, Ore.; John Royal, NBC; Raymond Swing, Blue-ABC; Mrs. Scott Howe Bowen, WIBX Utica; J. Harold Ryan, NAB; Edward Weeks, chairman, Peabody Advisory Board; John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia; Paul A. Porter, FCC chairman; Mrs. Dorothy Lewis, NAB; Col. Edward M. Kirby; Phillips Carlin, Mutual; James D. Shouse, WLW Cincinnati; Sophie Wilds; Waldemar Kaempffert, *New York Times*. Standing: William Hart, E. I. duPont de Nemours & Co.; Newbold Morris, president, New York City Council; Morris Novik, WNYC New York; Robert D. Swezey, Mutual; Chester G. Renier, KMOX St. Louis; David H. Harris, WTAG Worcester; John Benson, AAAA; Thomas T. Cook, New York Telephone Co.; William S. Hedges, NBC; Robert G. Soule, WFBL Syracuse. WTAG has won three awards this season.

Porter Urges Radio to Promote Peace

Calls for Redoubling of Industry Service at Peabody Dinner

DISCLAIMING official interest in program content, but exhorting broadcasters to lend their full devotion to promoting a just and lasting peace by spreading understanding of the issues, Chairman Paul A. Porter of the FCC saluted 1944 winners of the Peabody Radio Awards at a celebration dinner in New York last week.

"I have a respect that is equivalent to reverence for that part of the statute which inhibits the Government from prescribing program content," Mr. Porter, main speaker at the annual awards dinner, said. He addressed an assemblage of broadcasting notables and awards winners.

Praise for Swing

"For all of us who have to do with radio — station operators, broadcasters, program builders and especially we listeners—the presentation of the George Foster Peabody Awards is a significant event," he said. "On this night, our great democratic system of radio turns to the world and says: 'These are my jewels'."

Mr. Porter saluted the award winners as a group, singling out Raymond Swing, who received the accolade for his 1944 commentaries, for special mention. Of Mr. Swing, he said in part: "As a listener, I certainly would like to hear more commentators with the intellectual capacity and sense of responsibility of Raymond Swing." Of Mr. Swing's commentary, Mr. Porter added: "Who can say that there is not a great need for more of this type of distinguished news reporting and analysis?"

The FCC chairman, after applauding the public service contributions of broadcasting during 1944, called upon the industry to redouble its efforts in covering the San Francisco conference.

"We need," he stressed, "to understand the complicated issues involved in taking these first steps toward building for a permanent peace. . . . Broadcasters use a radio channel which is public property. Therefore, they are obligated to operate in the public interest, including the obligation to present balanced discussions of controversial questions. But does anyone now contend that the need for some kind of international cooperation is still in the realm of controversy?"

Tracing the intrastate conflicts that marked early development of unity in this nation, Mr. Porter said that experience compels us to find a way now to reach lasting understanding with our neighbors of other nations.

Kirby's Acceptance

Accepting his special award "for brilliant adaptation of radio to the requirements of the armed forces and the home front—American ingenuity on a global scale," Col. Edward M. Kirby, chief of the War Dept.'s Radio Branch, stated he was doing so not for himself but "on behalf of those radio men and women in uniform whose unselfish devotion to duty has helped keep this nation informed of the progress and the problems of the war both at home and abroad."

Praising radio's war correspondents for "a gallant job" and the Army radio men for getting the correspondents to the front and their copy and programs back home, Col. Kirby said, "They will continue to move their wire recorders into combat, to bring home the sound of war and the voices of those who have earned the right to speak about it: the men doing the fighting. Here is American radio production at its finest—where no sound effects men are needed—where the hands of Fate replace the hands of the studio clock."

Fred Allen, who declined a place at the speakers' table to sit with a group of newspapermen and CBS program producers, in his speech of thanks pointed out that during his 12 years of broadcasting the Peabody Committee paid no attention to him, but gave him an award the minute he got off the air. Newbold Morris, president of the New York City Council, speaking for Mayor LaGuardia who had received his award privately the day before as he had to be in Canada the night of the dinner, described a new method of measuring listening—by watching the rise and fall of the meter that registers the use of water in the city. When the Mayor broadcasts on Sunday, he said, "you can see housewives turning off their kitchen faucets. No one takes a bath; no one sprinkles his lawn; no one fights any fires."

WTAG's Third Award

Pointing out that the Peabody award was the third such honor received by WTAG Worcester for its series *Worcester and the World*, David Harris, program manager of the station, said that although the program was "conceived, planned, executed and financed" by WTAG, it could not have been successfully carried out without the wholehearted cooperation of the United Nations Information Office, the representatives of many for-

(*Continued on page 62*)

Quotes From Chairman Porter

ON THIS NIGHT, our great democratic system of radio turns to the world and says: "These are my jewels."

The system by which these selections are made could well serve as an example for civic-minded people everywhere to develop a keener, more systematic scrutiny of their broadcasting fare and to become more articulate about their judgments upon the cultural values of radio programs.

Radio has many problems and will have more but the most urgent and continuing problem is the further improvement of program standards.

We want more of the fine musical, dramatic, educational and public service programs such as we are recognizing here tonight.

American radio in 1944 was replete with examples of enterprise above and beyond the call of duty.

It goes without saying that radio will bring us news from San Francisco in overwhelming abundance. The effort will be made to bring to our firesides the detailed developments of this, humanity's greatest adventure.

The job of bringing to the American people an understanding of the processes by which civilization seeks to save itself will call for the highest abilities, for the highest devotion to public service.

During the critical weeks and months that lie ahead, American radio will play the leading role in reaffirming our faith in free inquiry and full discussion as the surest road to a lasting peace in this tragic yet hopeful world.

Award Winners

FOLLOWING were winners of 1944 Peabody awards:

WTAG Worcester
Col. Edward M. Kirby
Raymond Swing
WLW Cincinnati
"Cavalcade of America" and Fred Allen (Double Award)
The "Telephone Hour"
"Human Adventure"
"Philharmonic Young Artists Series"
WNYC New York and Mayor LaGuardia; WIBX Utica (Double Award)
KOIN Portland, KVOO Tulsa, WFBL Syracuse, KMOX St. Louis (Special Citations)

Lambdin's Accent

CHAIRMAN Porter of the FCC, speaking at the Peabody Awards Dinner, described the origin of the awards in this manner: "These awards were originally conceived by one of radio's pioneer broadcasters, Lambdin Kay of Atlanta, Ga., whose dulcet voice ranged so far and so beguilingly in those early days that for a time he threatened to give the entire nation a Southern accent."

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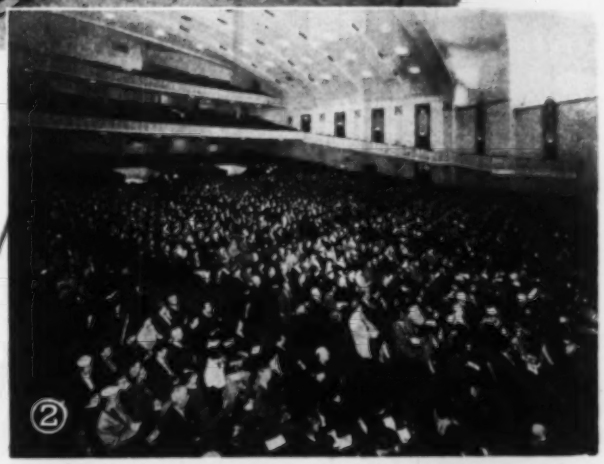

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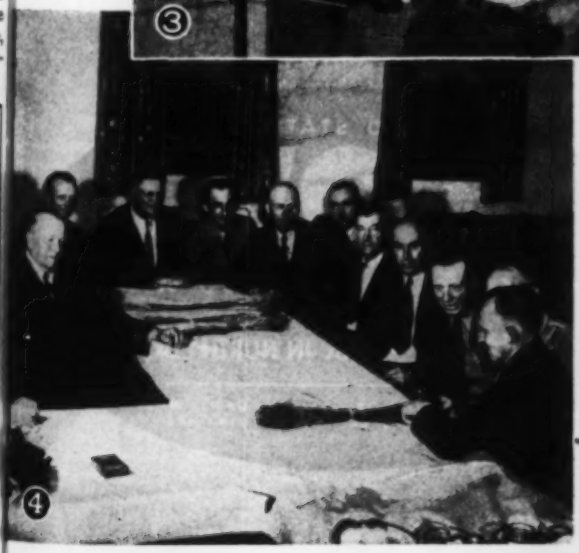

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Designed for

SERVICE to Oklahoma

Selling is a habit, not a problem, in the Oklahoma City market. The four-fold punch of the Oklahoma Publishing Company makes it that way. Cash registers ring louder when the Oklahoman and Times goes to work . . . sales charts soar upward when WKY goes on the job . . . new records are written when farm selling is put up to The Farmer-Stockman . . . distribution problems melt when Mistletoe Express takes over. And all because these big four of 1945 merchandising know the market they serve and know how to deliver it to advertisers.

1. Holder of the nation's outstanding safety award for big fleet operators, Oklahoma Publishing Company owned Mistletoe Express took to the state's highways in 1944 with the Mistletoe Mobile Safety clinic. More than 600 drivers a week were examined. A Mistletoe Safety award was announced for the Oklahoma city reporting the lowest accident record between July 1, 1944 and June 30, 1945.

2. In 1944, the Oklahoman and Times brought to Oklahoma City the Four Arts Forum. Memberships for the season cost but one dollar. Names like Ruth Draper, Channing Pollack and Leland Stowe were the attractions. The Milk and Ice Fund for the under-privileged children of the city was the beneficiary. More than 3,000 Oklahoma Cityans enrolled for the six-lecture series.

3. Last November WKY took its second Television Show on a tour of 19 Oklahoma towns, played 31 performances in 23 days to 41,000 persons who bought War Bonds to gain admission. Listeners have become accustomed to expect WKY to lead the way in improving service and in introducing new transmission techniques in Oklahoma.

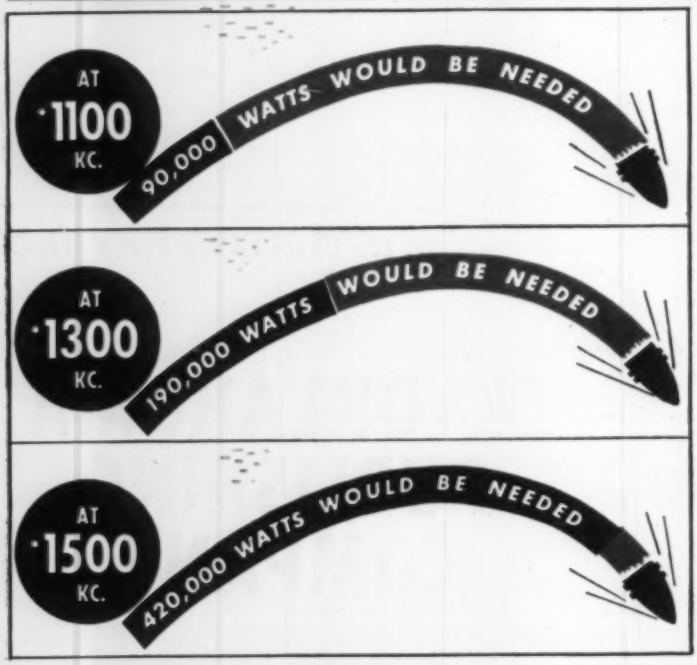
4. When farmers can get together to discuss their troubles they can usually solve their most serious problems. The Farmer-Stockman has arranged just such an opportunity for Oklahoma and North Texas farmers. Through a series of Farmers' Forums Farmer-Stockman editors ask the questions. The farmers supply the answers. The result is a complete understanding between the Farmer-Stockman and its readers.

OKLAHOMAN & TIMES ★ MISTLETOE EXPRESS ★ WKY ★ FARMER-STOCKMAN

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

SURE AS SHOOTIN'...



WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT....

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

RADIO STATION **WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN JR. PRES. & GEN'L MGR.
JOHN BLAIR & CO. REPRESENTATIVES

Average Net Sales of Local Stations For Last Year $85,400, FCC Data Show

THE AVERAGE local station last year turned in net time sales of $85,400—which was 40% ahead of its 1943 volume. This calculation was made by the FCC last week in computing the last of its series of breakdowns on broadcast station business during 1944.

Net time sales of 383 of the 446 standard stations operating with power of 200 to 500 w (all of which, except a handful, were 250 w stations) amounted to $32,708,160. This was an increase of $9,286,433, or 40% over the $23,421,727 reported by the same stations the preceding year.

The FCC's announcement continued:

Thirteen of these 383 stations showed decreases in net time sales of $108 to $12,122. Of the remaining 370 stations, 36 reported increases of $50,000 to $169,992; 97 of $25,000 to $50,000; 210 of $5,000 to $25,000; and 27 of $305 to $5,000.

Three hundred and thirty-eight of the 442 commercial stations serve as outlets for the four major networks, an increase of 78 stations over the year 1943, as follows: Blue, 87; CBS, 38; NBC, 39; Mutual, 140; Blue and Mutual, 22; CBS and Mutual, 3; and NBC and Mutual, 9.

One of these stations is located in Puerto Rico and two each in Hawaii and the District of Columbia. There are no stations in this group in the States of Rhode Island or Vermont. The other 441 are located in the States as follows: Alabama, 11; Arizona, 7; Arkansas, 7; California, 18; Colorado, 4; Connecticut, 4; Delaware, 1; Florida, 13; Georgia, 22; Idaho, 3; Illinois, 17; Indiana, 11; Iowa, 9; Kansas, 6; Kentucky, 10; Louisiana, 7; Maine, 2; Maryland, 6; Massachusetts, 10; Michigan, 18; Minnesota, 11; Mississippi, 11; Missouri, 10; Montana, 3; Nebraska, 8; Nevada, 1; New Hampshire, 1; New Jersey, 6; New Mexico, 4; New York, 20; North Carolina, 18; North Dakota, 4; Ohio, 13; Oklahoma, 11; Oregon, 11; Pennsylvania, 23; South Carolina, 8; South Dakota, 5; Tennessee, 7; Texas, 30; Utah, 4; Virginia, 11; Washington, 10; West Virginia, 8; Wisconsin, 13; and Wyoming, 4.

The 446 stations in this category may be classified by power and time of operation as follows: 3 stations operating with 500 watts, unlimited time; 6 with 500 watts, limited; 2 with 500 watts, sharing time; 406 with 250 watts, unlimited; 12 with 250 watts, limited; 5 with 250 watts, sharing time; 11 with 100 watts night, 250 watts day, unlimited; and 1 with 200 watts, limited time.

WGKV CONNECTION DENIED BY KENNEDY

CAPT. JOHN A. KENNEDY testified last Monday at an FCC license renewal hearing for WCHS Charleston of which he is president that he never had anything but a desultory interest in WGKV Charleston and that he has no connection whatsoever with it now. The Commission, under its policy of examining renewals carefully, is trying to discover if there is any hidden ownership or relationship between the two stations.

Capt. Kennedy, now on active duty with the Navy, told of the formation of the station which he said he had agreed to build for 49% of the stock, payable only when he had paid off the construction costs. In addition, he held an option to buy 11% more. Although the stock was kept by him, Capt. Kennedy said, he had no power over it and could neither vote nor attend a corporation meeting.

The Commission questioned the reason for not filing the option, as is now required, and Capt. Kennedy answered that he had consulted George Porter, then chief of the broadcast license section, and was told it was not necessary. After finally acquiring the stock outright, the captain said, he did not file with the Commission because, upon advice of former FCC Chairman James Lawrence Fly, he decided to sell it. Mr. Fly had indicated that neither he nor the FCC would countenance dual ownership.

Admittedly, the captain said, he should have filed with the Commission when he acquired the stock. His only defense for failing to do so was a mistaken notion as to the time limit for such action, which he thought was 60 days instead of 30. Before the end of the former period he disposed of the stock and therefore thought he had complied with all regulations.

IBEW in Minneapolis

FIRST IBEW charter covering radio announcers was established in Minneapolis April 5 when Local 1331, Twin City Radio Announcers was installed by J. C. McCowan, international representative of the Electrical Workers. Elected officers were: Bob Bouchier, WLOL, president; Clellan Card, KSTP, vice-president; Ed Viehman, WCCO, financial secretary; Jack Thayer, WLOL, recording secretary; Dean Sherman, WDGY, treasurer, and Ray Tenpenny, business manager. Named to the executive board were Mr. Bouchier, Paul Wann of WCCO and Larry Munson of WMIN.

EMERGENCY RADIO FIELD BROADENED

SCOPE of civilian defense stations was broadened by the FCC this week to include operation in an emergency which jeopardizes public safety. The Commission explained that the ability of widely separated municipalities to cope with emergencies created by fires, floods, hurricanes, earthquakes or other public disasters is strengthened by the communications service provided by these stations.

The amendment was to part 15 of the Rules and Regulations governing stations in the War Emergency Radio Service and authorizes these stations to cooperate with the Weather Bureau in issuing flood and storm warnings. Licenses for these stations hereafter may be issued or renewed even though the civilian defense organizations are no longer active in the involved areas.

WOV Business Up

WOV New York, bilingual English-Italian station, reports a business increase of 14½% during the first three months of this year over the same period last year. English time, heard at night, has increased 16% in the first quarter of 1945 over last year and Italian daytime commercial broadcasts are up 10½% for the same period.

Orange Crush Spots

ORANGE CRUSH Co., Chicago is distributing five minute recordings to their bottlers to be placed on approximately 100 stations throughout the country. Production was handled by Aubrey, Moore & Wallace, Chicago.

DEFENDERS OF LUXEMBOURG

ACCEPTING the congratulations of Lt. Col. Sam Rosenbaum, former manager of WFIL Philadelphia, for defending Radio Luxembourg when German paratroopers came within a few miles of the transmitter during the counteroffensive last December is Don V. Drenner, former engineer of KGGF Coffeyville, Kan., now assigned by OWI as chief technical officer for the station. Others who assisted in the defense of the station are (l to r): J. Wesley Wood, finance officer, OWI; Frederick Lewis Jr., formerly with WTAR Norfolk, Va., recordings officer, OWI; Wendell Adams, formerly music director for CBS New York, program manager, OWI; Harold O. Wright, technical manager, OWI; Capt. Joseph C. Goularte, commander of the Fourth Mobile Radio Broadcasting Company, PWD, SHAEF; and John J. H. Peyser, formerly with NBC television, New York, operations manager, OWI. Col. Rosenbaum is Commanding Officer of the Radio Luxembourg Detachment, PWD, SHAEF, under direction of Brig. Gen. McClure and Col. Paley.

Hope First Again In Latest Hooper

Pacific Area Listening Is Up From Last Year's Reports

LISTENING in the Pacific area for the February-March period, according to the Network Hooper Report for February-March of C. E. Hooper Inc., New York, was generally higher than last year, and below that shown in the last report.

Average Evening Audience rating was 10.2, down 0.1 from the last report, up 0.4 from a year ago, while the daytime figure dropped 0.1 from the last report to 4.1, the same figure reported last year.

Average daytime sets-in-use of 15.9 was up 0.2 from the last report, and up 1.5 from a year ago. Average evening sets-in-use, 35.6, experience a drop of 0.3 from the last report, an increase of 1.7 from last year. Average available audience for the daytime was 68.1, down 0.2 from the last report, up 1.7 from a year ago; for nighttime hours, 78.3, the same as the last report, 0.8 above last year.

Bob Hope is first, *Fibber McGee & Molly*, second and *Charlie McCarthy*, third in the list of "First Fifteen," programs on the Pacific Coast. *Screen Guild Players* placed fourth, followed by Fannie Brice, *Great Gildersleeve, Abbott and Costello, Radio Theatre, Aldrich Family*, Walter Winchell, *Thanks to the Yanks*, Bob Burns, Hildegarde, *Eddie Bracken Show*, Bing Crosby, and *Mr. District Attorney*.

Raytheon Names Mathes To Handle Advertising

RAYTHEON PRODUCTION Corp., Newton, Mass., manufacturer of radio tubes, electrical and electronics products, has appointed J. M. Mathes Inc., New York, as agency. Mathes takes over July 14 from Burton Browne Adv., Chicago. Raytheon's Blue-ABC program *Meet Your Navy*, which will come under the over-all supervision of Mathes' new radio director, John Bates. Richard K. Bellamy is being transferred from Mathes in New York to Chicago to handle public relations on the program.

Now engaged 100% in production for the military, Raytheon, will be active after the war in the manufacture and distribution of transmitters, receiving and special vacuum tubes, home sets for AM, FM and television, and industrial electronic equipment.

Ask Martinsburg CP

APPLICATION has been filed with the FCC for a new standard local station on 1340 kc at Martinsburg, W. Va. by Martinsburg Broadcasting Co., a new partnership composed of C. M. Zinn, Borden Ice Cream Co. salesman of York, Pa., and C. Leslie Golliday, announcer-operator with WINC Winchester, Va. Unlimited hours and power of 250 w are asked.

DELIBERATING DETAILS of West Coast competition for best program dramatizing theme, "25 Years of Radio Broadcasting", this panel of contest judges met to map out rules and regulations. Packard-Bell Co., Los Angeles (radio set mfrs.), is offering $600 for winning programs specially produced and broadcast between May 1 and June 1. Silver placques will also be presented. Awards will be divided into two groups, one to stations of 5,000 watts and over, and one to stations under 5,000 watts. Transcriptions of all entries will be judged first by regional committees of Pacific Advertising Assn. clubs. Final arbiters (clockwise) are Dan B. Miner, president of Dan B. Miner Co., Los Angeles agency servicing Packard-Bell account; Arch Oboler, Hollywood freelance writer-producer; William L. Lawrence, freelance producer; H. A. Bell, head of Packard-Bell Co.; Howard D. Thomas Jr., firm's general manager; Irvin Borders, president of Los Angeles Advertising Club; Fred R. Kerman, vice-president of Pacific Mutual Life Insurance Co.

Most CBC Shows Originate There

Report to Parliament Says Commercial Spots Refused

OVER 60 PER cent of commercial programs carried on Canadian Broadcasting Corp. networks, originated in Canada, the 1944 annual report of the CBC reveals. Commercial programs averaged a daily 7.18 hours in the year, April 1, 1943-March 31, 1944. The report has just been released after presentation to Parliament.

In connection with commercial broadcasting the report says "considerable business was rejected, since commercial programs must meet with rigid acceptance requirements. Spot announcement business and most spot program business (except governmental) which would have represented thousands of dollars of additional revenue to the CBC was left almost entirely to privately-owned stations . . . Choice commercial features were again selected from the American networks . . . French language sponsored programs broadcast on the Quebec network were produced in the studios of the network and occupied 18.9 per cent of the CBC's total broadcasting on the French network. Sponsored French programs generally received quite as high ratings as the popular commercial programs carried on other networks . . . Commercial programs proved to be a powerful medium for disseminating important information to listeners. CBC and network sponsors co-operated in sending to our troops in the war zones recordings of the popular net commercials."

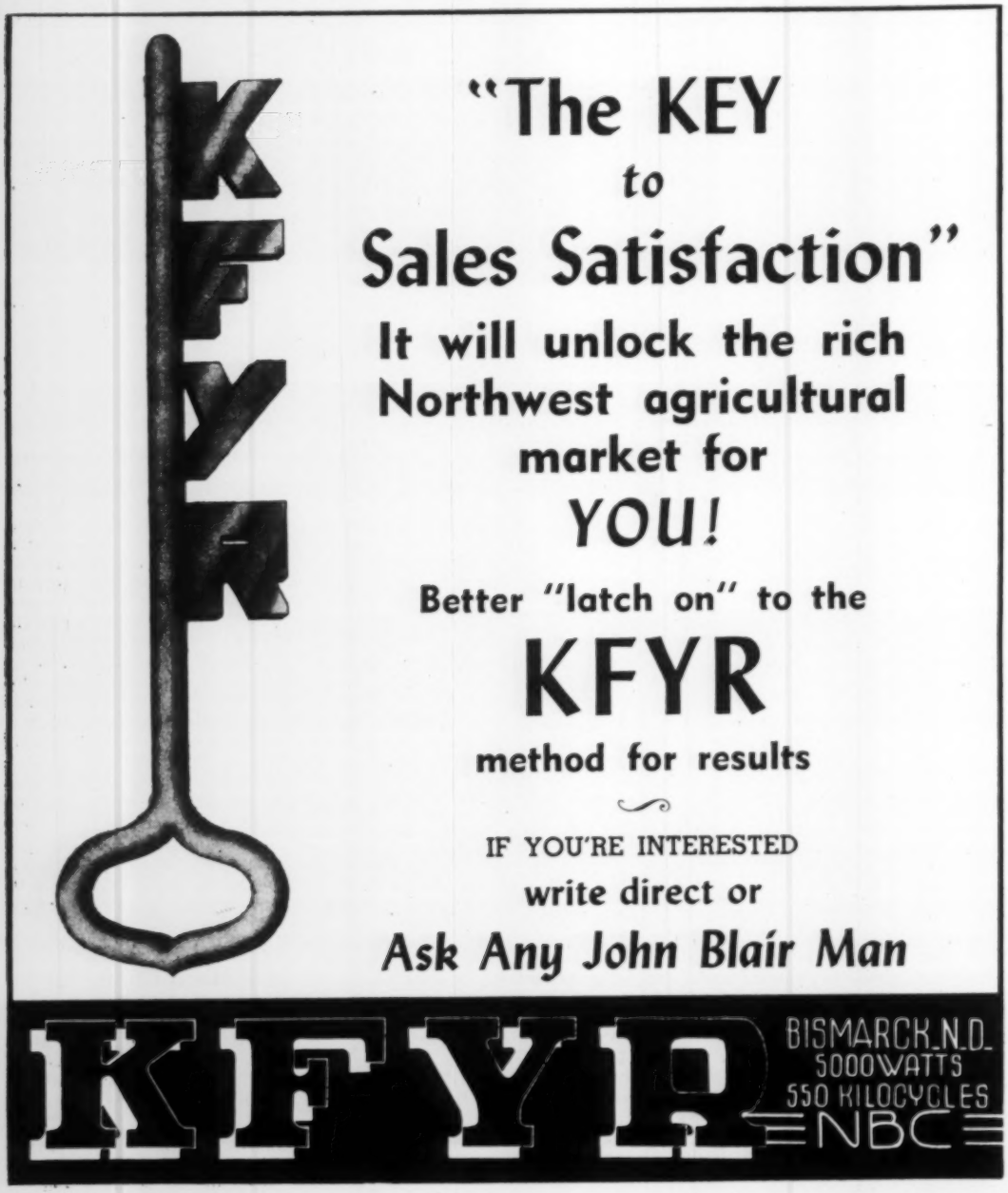
Fourteen pages of the 33-page booklet were devoted to a report on the various programs carried during the year and the activities of CBC war correspondents. A detailed report is included on the publications issued by the CBC. The report of the station relations department deals with regulation of political broadcasts, new CBC regulations during the year, a statistical summary of CBC network programs, network operations, exchange programs with U. S. networks, log examination and clearance of food and drug copy for commercial broadcasts on privately-owned stations.

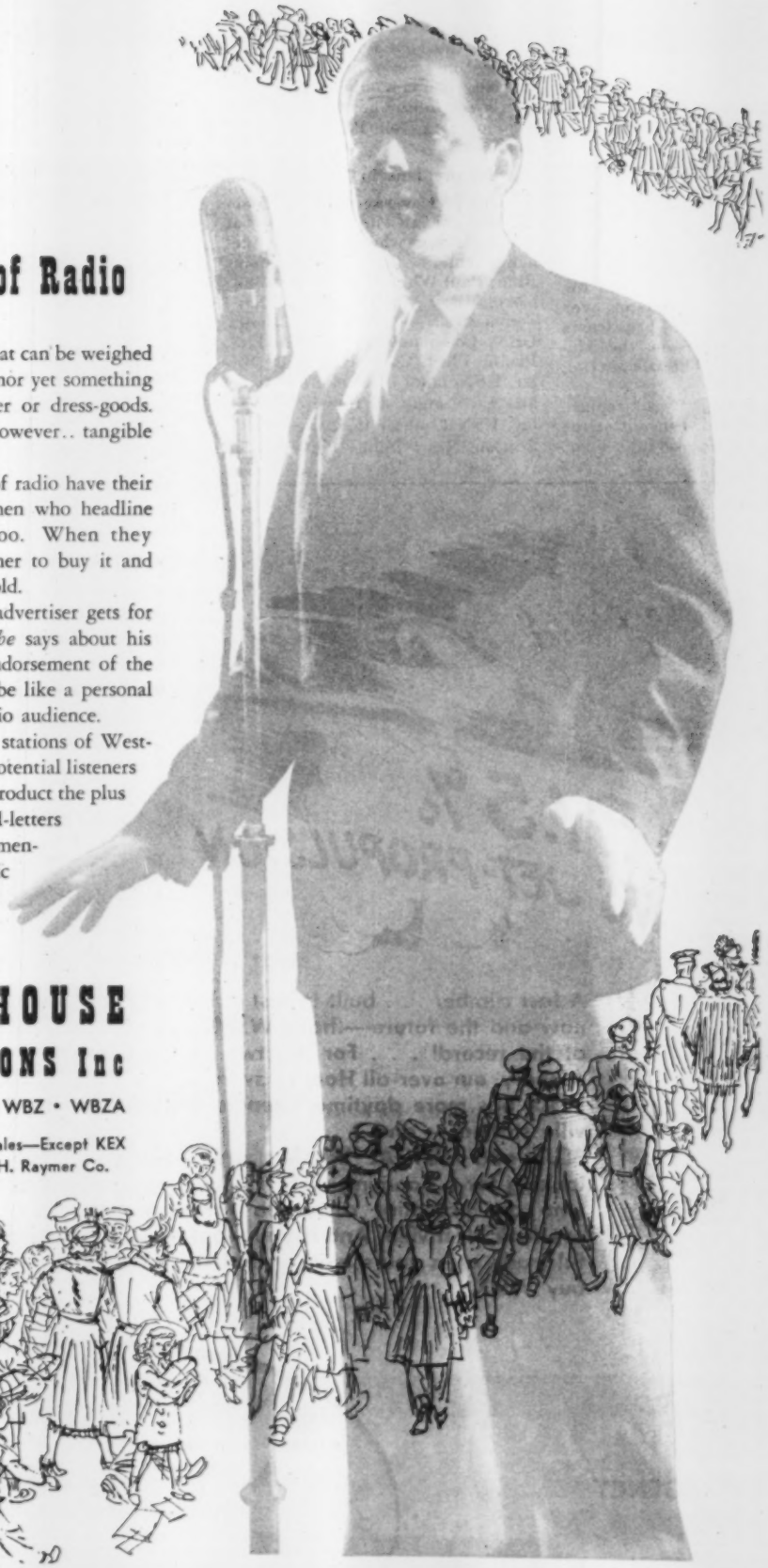
The CBC engineering report deals with new equipment and maintenance at various CBC stations, establishment of relay transmitters, and the building of the short-wave transmitters at Sackville, N. B. The report places the permanent CBC staff at 815 employees.

Financial report [BROADCASTING, June 26, 1944] shows income of $5,232,041, of which $3,787,886 was from receiving licenses ($2.50 annually per home) and $1,421,906 from commercial broadcasting. Expenditures were $5,142,865 of which the largest item was $2,713,977 for programs, $849,504 for wire lines, $930,249 for engineering, $206,177 for administration, $116,561 for the commercial department, $109,171 for the press and information section, and $217,223 for depreciation. Net operating surplus was $89,176.

Canadian Leaders

CANADIAN daytime programs led in popularity for March according to the national rating report of Elliott-Haynes, Toronto. First place went to *Soldier's Wife* with a rating of 21.2, followed by *Happy Gang* with 18.9. An American originating daytime serial *Big Sister* was third, followed by *Ma Perkins, Road of Life, Pepper Young's Family, Lucy Linton* (Canadian origination), *Claire Wallace* (Canadian origination), *Woman of America* and *Right to Happiness.* The five leading French-language daytime programs for March were *Jeunesse Doree* with a rating of 35.8, followed by *Joyeux Troubadours, Quelles Nouvelles, Grande Soeur,* and *La Rue Principale.*





The Pied Pipers of Radio

Listener-loyalty is not something that can be weighed in the scales, like a Spring pullet; nor yet something that can be measured, like lumber or dress-goods. It's something pretty tangible, however.. tangible and terrific.

Not only do the music-makers of radio have their followings, but the men and women who headline radio's various programs do, too. When they mention a product, advise a listener to buy it and try it, that product is as good as sold.

Here is a plus which the radio advertiser gets for his money. In addition to what *he* says about his product or service, there is the endorsement of the man or woman who has come to be like a personal friend to vast numbers of the radio audience.

Tap this allegiance through the stations of Westinghouse, which have 18,000,000 potential listeners in primary areas alone. Give your product the plus that costs nothing extra. The call-letters of Westinghouse are letters of recommendation in many of America's strategic markets. Consult our national representatives listed below.

WESTINGHOUSE
RADIO STATIONS Inc

WOWO • KEX • KYW • KDKA • WBZ • WBZA

Represented Nationally by NBC Spot Sales—Except KEX
KEX Represented Nationally by Paul H. Raymer Co.

Navy Plans Wider Pacific Coverage Following Successful Iwo Reporting

WIDER RADIO coverage of future operations is planned by the Navy and Marine Corps following success of reporting the Okinawa and Iwo Jima invasions, in which the services worked in close cooperation with the networks.

The Navy is scheduling installation of more transmitters aboard ships with large units of the Fleet. There will also be mobile broadcasting equipment available for correspondents going in with landing forces, in addition to facilities for future broadcasts from planes over the beachheads. Live broadcasts were made direct from the airdrome Okinawa [BROADCASTING, April 9].

Plans are under way to replace the Navy's 5 kw transmitter at Guam with a more powerful sender. A second transmitter is in operation on the island for press copy, freeing one for radio broadcasts. The Navy radio studio's have moved with Fleet Adm. Chester W. Nimitz' headquarters from Pearl Harbor to Guam.

Began Plans in November

Plans for coverage of the Iwo operations began in November at Pearl Harbor where the four net news chiefs—G. W. Johnstone, Blue; Paul White, CBS; John Whitmore, MBS; William Brooks, NBC—conferred with Adm. Nimitz, USN, Commander in chief, U. S. Pacific Fleet, Capt. Harold B. Miller, USN, chief of Public Relations, and Lt. Comdr. J. Harrison Hartley, USNR, officer in charge, Radio Section, Navy Public Relations, on detached duty as CINCPAC Radio Public Relations officer.

Comdr. Hartley, who was assistant special events director of NBC before he was commissioned, had set up the studios at Pearl Harbor before he and Lt. Marvin Royston, USNR, former Blue and NBC engineer, went on to Guam to start radio facilities there. The first voice broadcast was made from the Guam studios Oct. 26, Navy Day.

In November 1944, Lt. James Hurlbut, USMC, radio public relations officer, Marine Corps headquarters, and ex-publicity director, WTOP-CBS Washington, left for the Pacific for a three-month trip to coordinate Marine Corps radio facilities for the coverage of Iwo Jima and future invasions.

When the Iwo campaign began, in mid-February, the press and radio set-up was complete, with headquarters at Guam, and both network and Marine combat correspondents covering the operations from all angles.

Bud Foster, NBC, and his engineer, Fred Frutchey, were assigned to go in with the Marines as they secured the beach. They broadcast from Vice-Admiral Turner's flagship, lying off the island, the team "commuting" from ship to shore. USMC Correspondents Sgt. Richard Mawson and Sgt. Alvin Josephy recorded on-the-scene action of the entire operation, using film. The recordings were flown to the States by Lt. Hurlbut and aired by the networks the day they arrived [BROADCASTING, March 12]. Sgt. Mawson was production manager and director of special events for WBAX Wilkes-Barre. His engineer was Sgt. Harvey Williams, ex-announcer of KROC Rochester, Minn. Sgt. Josephy was former director of special events with WOR-Mutual, New York.

Ready for Broadcast

Assigned to cover the carrier strikes of Adm. Marc Mitscher's task force operating against the Jap homeland, in preparation for Iwo, were Leslie Nichols, MBS, with Edmund Franke, engineer, and Blue correspondents, Norman Paige, and Clark Sanders, engineer. These teams were aboard battleships equipped with transmitters to be used for live broadcasts in the event radio silence could be broken. As radio silence was kept, the teams did not broadcast, but made film recordings on Amertype film machines loaned by the Navy.

Aboard Vice-Admiral Turner's

(*Continued on page 28*)

Success Story

IN THE newly-formed Japanese cabinet, Domei reports, two of Japan's top radio executives will be in charge of propaganda. Dr. Hiroshi Shimomura, president of the Japan Broadcasting Corp., was appointed Minister Without Portfolio and president of the Board of Information. Tatsuo Hisatomi, managing director of the corporation, was made vice-president of the information board.

A fast climber . . . built to last . . . a safe investment for now and the future—that's WSIX. . . . Let's take a look at the record! . . . For the two year period ending in January, our over-all Hooper average rose 81.5%. NOW, WSIX has more daytime listeners than any other Nashville station — and

BLUE and MUTUAL listeners are spenders! If you are looking for a booming market with over a million people who are potential customers for your product, don't overlook Nashville. And if you want to make this powerful trade area yours quicker and for less money — then buy WSIX.

REPRESENTED NATIONALLY BY

THE KATZ AGENCY INC.

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Cover the Rich Lehigh Valley

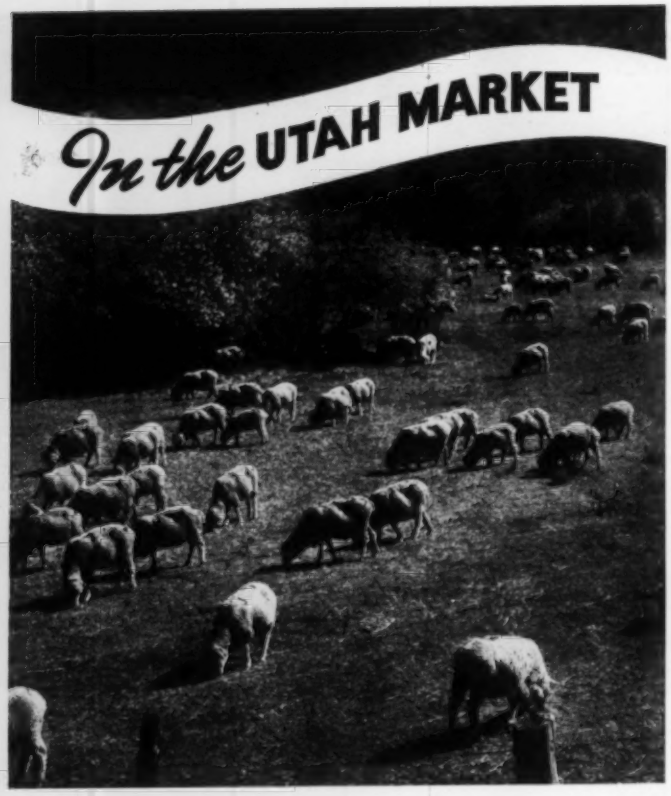
WHEN THE BELL SOUNDS "TIME!" for the start of every business day, Weed men come out of their corners from coast-to-coast, ready for the kind of action that makes time mean money for sales-able stations.

At the end of each round, Weed-represented stations find themselves with more solid sales punches scored. For time is Weed's business, and when handled through Weed, "time will sell!"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD



Local Advertisers Know . . .

Utah's sheep, cattle and hogs brought $54,531,000 of new wealth into this state last year, according to preliminary figures. That averages more than $1,000,000 a week—and livestock is just one of Utah's basic industries, just one of the reasons why business is good here.

To reach Utah's radio homes—and that means 970 homes in every 1000—local and national advertisers know they can depend on KDYL, the station that brings results. For example: Salt Lake's four largest department stores consistently use KDYL.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

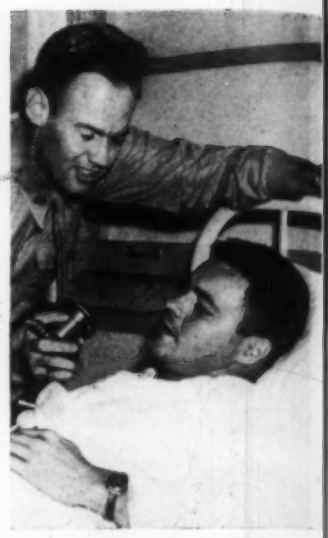
(Continued from page 26)

flagship off Iwo Jima, Don Pryor and Gene Rider, CBS correspondents, made numerous broadcasts, using the transmitter aboard the ship. The broadcasts were relayed to Guam and beamed to the States.

Broadcasting from Guam studios were Webley Edwards, CBS; Larry Tighe, Blue; Robert McCormick, NBC; and John Hooley, stationed at Guam to represent the four nets as a pool correspondent.

All broadcasts from the flagships and all communiques by Adm. Nimitz were pooled by the nets under the agreement signed with the Navy in December. There were approximately 125 broadcasts made either at the scene or from CINCPAC headquarters at Guam from D-Day until the conclusion of the operation. This is comparable to the network Normandy coverage.

The present staff at Guam includes: Lt. Comdr. Hartley; Lt. Royston; Lt. Comdr. Don Thompson, ex-assistant director of news and special events, NBC West Coast; Lt. James Shattuck, former commercial editor of CBS; Lt. Harold Mantell; Lt. (jg) George Zachary, ex-CBS producer; Lt. Richard L. Linkrum, of CBS Washington; Lt. (jg) Bruce Dennis, formerly of WGN Chicago; R/M 2d Class C. K. Chrismon.



BEDSIDE ACCOUNT of Iwo Jima is recorded by Capt. Loyal B. Hays, USMC combat correspondent, interviewing Lt. Pete Zurlinden, Marine Corps public relations officer, and one of the first casualties to arrive at the Central Pacific Hospital from Iwo. Capt. Hays was formerly manager of KSRO Vallejo, Cal. Lt. Zurlinden was head of the Annapolis, Md., AP bureau before he entered the corps.

Swift Spots

SWIFT & Co., Chicago (ice cream), will begin sponsorship April 30 of 3 to 15 transcribed spots weekly on: KGO KOY WCFL WSOY WHOT WMC WREC KERN KPMC KMJ KARM KFEL KOA WGH WTAR WSIX WLAC WSBT KTAR WAPO WDOD WOOD WJEJ KANS KFBI WKZO WHBF WOC WINN WAVE KOIN KTUL WDSU WWL KOMA KTOK WKY WMOX KRNT WHO KSO and live spots on WBBM WGN WMAQ. Decision of live or transcribed spots on WLS has not been made as yet. Contracts for 1[3] weeks were placed by Needham, Louis & Brorby, Chicago.

FOURTEEN radio scripts written by the late Stephen Vincent Benet have been published in book form [Farrar & Rinehart, New York, $2.50], under title "We Stand United and Other Radio Scripts".

Fish
MAKE POOR CUSTOMERS!

Demosthenes practiced his speeches to the ocean.

Don't broadcast your sales message to the ocean!

Use:

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer, President — George H. Roeder, General Manager

FREE & PETERS, INC.
Exclusive National Representatives

KSEI
POCATELLO · IDAHO

WTAM's Sohio Reporter Rates First with Cleveland Listeners

THE *most popular* news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it . . . brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. "Another Sohio Service" is another community service by WTAM . . . . *first* in listening audience, day and night and *first* in all program popularity polls, year after year.

WAYNE JOHNSON . . . *the "voice" of the Sohio Reporter gives facts, not opinions*

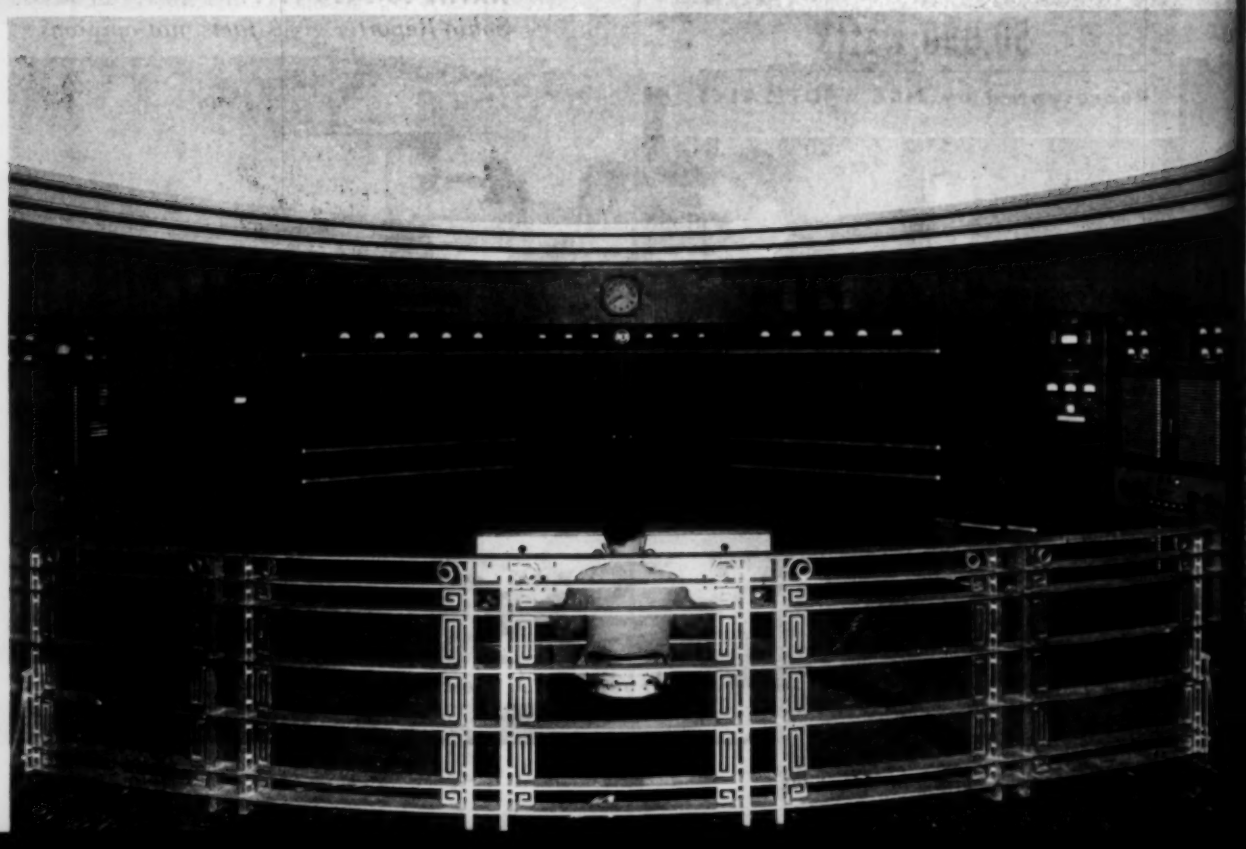
FIRST in CLEVELAND
WTAM
NBC
50,000 watts
Represented by NBC SPOT SALES

The WTAM News Room in an all night "jam session"

FM Station WSBF uses from

Left — The control room in the studios shared by FM station WSBF and AM station WSBT. Two RCA 76-B2 Consolettes handle the output of two studios. A master control console (center) provides monitoring and switching of outgoing lines to the two transmitters. The RCA 70-C Turntables may be seen in the foreground. In the studios RCA 44-BX Microphones are used.

Below— The FM-10-A Transmitter at WSBF is installed in the center of the operating room. This 10 KW Transmitter, presently operated at reduced power, will resume operation at full-power rating as soon as wartime restrictions are lifted. To the left and right of the FM transmitter are racks containing the AM and FM monitors; and beyond them, at either end, are the main and standby transmitters of WSBT.



RCA Equipment
Microphone to Antenna

WSBF, the FM station of the South Bend Tribune, uses RCA equipment throughout. In the studios are RCA 44-BX Microphones; in the control room are RCA 70-C Turntables, RCA 76-B Consolettes and a special RCA-built master control console. At the transmitter building are an RCA FM-10-A Transmitter and RCA frequency and modulation monitors. The antenna is an RCA-developed four-bay turnstile using concentric feeders.

WSBF is a sister station of WSBT, the AM station operated by the South Bend Tribune. It is interesting to note that WSBT, like hundreds of other AM stations is also completely RCA equipped. Operators of AM stations know the meaning of "RCA all the way." And they know that in RCA FM equipment they will find the same dependability and the same advanced design features that they have come to expect in RCA AM equipment.

Operators of both AM and FM stations—and station applicants—can make reservations right now for early delivery of RCA postwar broadcast equipment. For information on our Broadcast Equipment Priority Plan write Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.

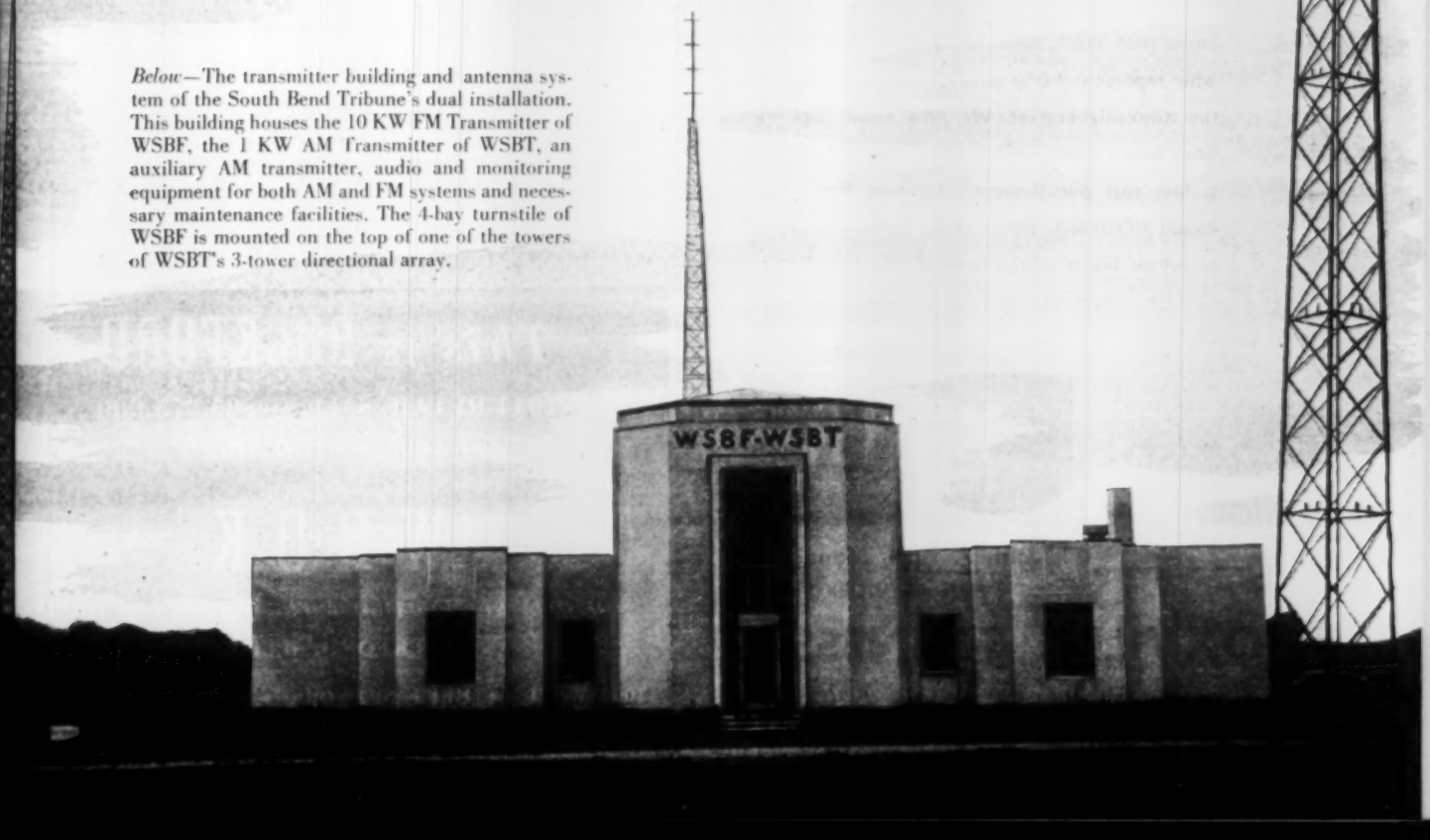
BUY WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Below—The transmitter building and antenna system of the South Bend Tribune's dual installation. This building houses the 10 KW FM Transmitter of WSBF, the 1 KW AM transmitter of WSBT, an auxiliary AM transmitter, audio and monitoring equipment for both AM and FM systems and necessary maintenance facilities. The 4-bay turnstile of WSBF is mounted on the top of one of the towers of WSBT's 3-tower directional array.



No . . . WBIR doesn't cover all of East Tennessee and the Great Smoky Mountains to the South—it's true that we are crowded for time, but we are . . .

. . *Positive*. . . that WBIR is in the nation's number one market from the standpoint of increase in population and buying power. We know that WBIR reaches 75% of the people who represent 90% of the buying power in the Knoxville market. We also know that we have good BLUE availabilities and can figure a low cost per thousand listeners based on recent HOOPERS. Ask a John E. Pearson man about us. Let us "Accentuate the Positive", too.

● NUNN STATIONS
WBIR, Knoxville, Tenn.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
Huntington, W. Va.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WBIR
A NUNN STATION

John P. Hart, Manager
BLUE NETWORK

KNOXVILLE, TENNESSEE

PROMOTION

Wheaties Contest

GENERAL MILLS, Minneapolis, is offering a Piper Cub plane as grand prize in the current "Name Your Plane" contest conducted in connection with the Jack Armstrong program (Wheaties), Blue-ABC quarter-hour show heard five weekly. Contest got under way April 5 with the offer to youngsters under 18 of the Jack Armstrong pre-flight training kit, including the Cub Pilot News, in exchange for two boxtops and a dime. Besides the plane, prizes total $11,760 in either flying instruction or cash. Contest closes June 30. Agency is Knox-Reeves, Minneapolis.

Record Booth Placard

In MORE than 1,400 listening booths of local retail phonograph shops, WNEW New York is displaying placards calling attention to its twice-weekly half-hour program featuring latest record releases. Placard points out that all records heard on "The Listening Booth" are sold in the store. Arranged in cooperation with the distributors for Victor records in the metropolitan area, series is designed to aid dealers by cutting down use of booths, relieving pressure on manpower and equipment.

Feature Program Promotion

BROCHURE describing NBC's public service series "The Pacific Story", Sunday 11:30-12 midnight, is illustrated with Signal Corps, Navy and other photos of the countries covered by the program. Scripts of the program are requested by thousands of listeners each week, at 10c a copy, one firm ordering 2,000 copies and the British government several thousand copies of particular episodes, according to brochure.

Children's Folder

FOR CHILD listeners the Canadian Broadcasting Corp. has issued a folder picture story of the life of Mary Grannan, supervisor of children's programs, whose "Just Mary" stories are aired on Sunday. The folder is written in the first person singular in simple language with children's drawings to illustrate. Last page lists times of all children's programs heard on CBC stations and networks.

WPAT Ball Team

WPAT Paterson, N. J., baseball team has been invited to meet the top teams of Army camps in the metropolitan area. Team was organized last season as part of a community movement to establish business-sponsored ball clubs for teenagers in the interests of juvenile welfare.

Cooking Brochure

WCOP Boston first 1945 mail piece "What's Cookin' in Boston?" is a four-page, two color presentation on the Mildred Bailey program "Food Is Fun". Program is heard 1:30-1:45 Monday through Saturday.

Julius Haber Promoted To RCA Advertising Post

Mr. Haber

Mr. Desfor

JULIUS HABER, former publicity director of RCA Victor Division of RCA, has been named assistant director of the division's advertising and sales promotion department. Harold D. Desfor, formerly Mr. Haber's assistant, succeeds him as publicity director. Mr. Haber has been with RCA since 1923, except for a year with Lord & Thomas, New York. Mr. Desfor joined RCA in 1941 after working as a reporter and publicist.

Promotion Personnel

JOANNE MITCHELL has been appointed sales service manager of WENR Chicago replacing **FLORENCE WALLING** who has joined the overseas division of the American Red Cross.

GEORGE L. KETCHAM, feature writer, is now director of publicity, promotion and merchandising for KTUL Tulsa.

TOM RUCKER, WKY Oklahoma City publicity director, has returned from the shakedown cruise of the USS Oklahoma City. The light cruiser was named for the capital after Oklahoma City bought $40,000,000 of War Bonds in one day.

JOHN KELLY, former public relations head of WIP Philadelphia, has joined the American Red Cross in a similar capacity.

New Schedule Folio

MUTUAL's program folio appears in a new form—a single green and white sheet with vertical columns for each day's programs, horizontal sections designating the broadcast time. Some 1400 copies will be distributed each week beginning with the April 22 schedule, to MBS' regular list. Lightweight onion-skin sheets are used for air-mail addresses.

(*Continued on page 34*)

This is ROCKFORD

1944 RETAIL SALES—$85,975,000

A NEW ALL-TIME HIGH!

WROK

THE ONLY STATION THAT WILL DO A JOB FOR YOU IN

ROCKFORD, ILLINOIS

1000 WATTS • BLUE NETWORK • REP.—HEADLEY-REED

"What's cookin' in Boston?"

Fun is cooking, when Mildred Bailey gives her special brand of meal-making magic over WCOP.

"Food Is Fun" is a refreshingly new and *different* participation program. Mildred is setting it up at Boston's WCOP after five years of wowing the women of Worcester over WTAG and through her daily newspaper column.

The Bailey formula is sure-fire. Most women *have* to cook whether they like it or not. They want something to make them like it. They don't need recipes alone — most of them are knee-deep in recipes. Mildred's recipes are tops for taste and practical about point problems. Women love her gay music and pleasing patter.

"Food Is Fun" lures listeners because Mildred is no mere kitcheneer. She's a domestic scientist with plenty of background — and plenty of merchandising know-how, too — acquired at WTAG, and before that, with KPO and other top coast stations.

Do you know a sponsor's bandwagon when you see one? **"Food Is Fun"** runs on WCOP Monday through Saturday from 1:30 to 1:45. Hop on while there's room! Costs and availabilities from any Katz office.

NEW TO THE BLUE JUNE 15th

WCOP Boston

A **COWLES** STATION
Represented nationally by the **Katz** Agency

(Continued from page 32)

News Promotion

WHOM Jersey City has issued a folder on its news coverage. Inside spread points out the news background of Ronald V. Cochran, news editor, and his value to prospective sponsors. Rates are included on back of folder.

WOL Promotes Market

WOL Washington, promoting the Washington market, in a new folder points out the Washington telephone directory is 30% thicker than those of such top radio markets as St. Louis, Cleveland, San Francisco and Baltimore and calls the book a "gilt-edged directory of some of the highest-income people in the world". Letter accompanying piece says Embassy Dairy Co., Washington, has just bought new half-hour period across the board bringing total time on WOL to 4¼ hours a week plus 35 spots for the firm.

Postwar Seeds

TOMATO seeds in a packet form theme for a promotion piece distributed by WWL New Orleans. Accompanying card says "Plant your seeds now for postwar harvest in the deep South, use WWL."

Personal Coverage

POSTCARD message of sports facts and tips was sent each day by Sam Molen, KMBC Kansas City sports director, to 125 local prominent sport fans while he was at the Blue's training camp.

Garland Heads Unit

CAPT. DAVID S. GARLAND, assistant public relations officer of Santa Monica, Cal., Army Air Forces Redistribution Station and onetime CBS sales promotion manager for WEEI Boston, has assumed command of Army Air Forces Radio Coordination Unit, Hollywood. He replaces Lt. Paul Langford who has been transferred. AAFRC unit handles placement of returned AAF combat veterans on station and network programs, with cooperation of War Dept., Bureau of Public Relations. Group has started a weekly series, *Revue in Uniform*, on W6XYZ, Hollywood television station operated by Television Productions Inc., Paramount subsidiary.

Advertisers Promotion

DESIGNED to show what KDYL Salt Lake City does to advertise its network programs, an offset illustrated promotion piece has been distributed by the station titled "Snowballing Sales for KDYL Advertisers".

Sarnoff Talk Reprint

RCA New York has reprinted in booklet form the text of an address delivered Feb. 18 by Brig. Gen. David A. Sarnoff, RCA president, at a "One World Dinner" given in New York by the American Nobel Center. Title of the talk is "Science and Peace".

Window Streamers

TIE-IN window streamers plugging Eno Salts and its "Betty and Bob" drama series are being sent to druggists by WAAT Newark which carries the program five-weekly. J. C. Eno & Co. account is handled by Atherton & Currier, New York.

Oboler Plays Brochure

MBS has issued a brochure on its new series "Arch Oboler's Plays" started in the Thursday 10 p.m. period. Pamphlet gives Mr. Oboler's reasons for wanting his plays broadcast and, with photos of the playwright at work, briefly summarizes nine plays to be presented.

FOSTER & DAVIES, Cleveland, has been named by WJW Cleveland as advertising counsel. Selling helps, national advertising campaigns and local promotion have been planned.

NEW YORK office of the Treasury War Finance Division Radio Section is now located at 1270 Sixth Ave., Room 1801. Phone is Circle 6-0754.

Guy Rollston

GUY ROLLSTON, 69, died last week on his way to his post as news service editor in the Foreign Broadcast Intelligence Service, FCC, Washington, D. C. Mr. Rollston had been with the FCC three years and before that spent 6 years with the New York City News Association, three years with the *New York World-Telegram* and 25 years with the old *New York Evening World*. He served for 5 years as the managing editor of the *Paducah Sun* where he was an editorial rival of the late Irvin S. Cobb.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LEVER Bros., Cambridge (Swan Soap), on Sept. 24, Oct. 1 or 8 starts Joan Davis on 141 CBS stations Mon. 8:30-8:55 p.m. Agency: Young & Rubicam, N. Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on April 16 starts The Soldier Who Came Home on 6 NBC stations Mon. thru Fri. 11:30-11:45 a.m. Agency: Duane Jones Co., N. Y.

THE KNOX Co., Hollywood (Cystex), on April 22 for 26 weeks starts "Murder Is My Hobby" on 6 Don Lee Pacific stations Sun. 8:30-9 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Renewal Accounts

LIBBY, McNEILL & LIBBY, Chicago (food products), April 16 for 52 weeks renews My True Story Mon. thru Fri. 9-9:25 a.m. (CWT) on Blue-ABC. Agency: J. Walter Thompson Co., Chicago.

SHELL OIL Co., New York, has renewed Shell Digest Thurs.-Fri.-Sat. 6:15-6:25 p.m. on Yankee Network and will add WHEB for total of 10 stations. Agency: J. Walter Thompson Co., N. Y.

RAINIER BREWING Co., San Francisco, on May 1 renews for 52 weeks Murder Will Out on 7 Blue-ABC Pacific stations Tues. 9:30-10 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

Net Changes

BOURJOIS Inc., New York (Evening in Paris perfumes, cosmetics), on April 12 changes Here's to Romance to Romance, Rhythm & Ripley, adding Robert L. Ripley as m.c. on 123 CBS stations Thurs. 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

KCKN's "one and only"

THE *sole* object of KCKN's affections always has been, and is today, the Greater Kansas City market. It's a rich, fertile market—with nine hundred million dollars of buying power.

Leaving the surrounding thinly-spread farm and small town market to others, KCKN, and only KCKN, programs *exclusively* for city listener tastes—for the *concentrated* sales potential that is Greater Kansas City.

And so, *without the rate penalty of outstate coverage*, you may tell and sell Greater Kansas City's in-the-money, eager-to-buy listeners — through KCKN.

Phone or wire your nearest Capper office for availabilities.

XXV

1945 Sixth Victory Pledged to Victory!

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977

SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

WHAT A HOOPER!

BLUE NETWORK

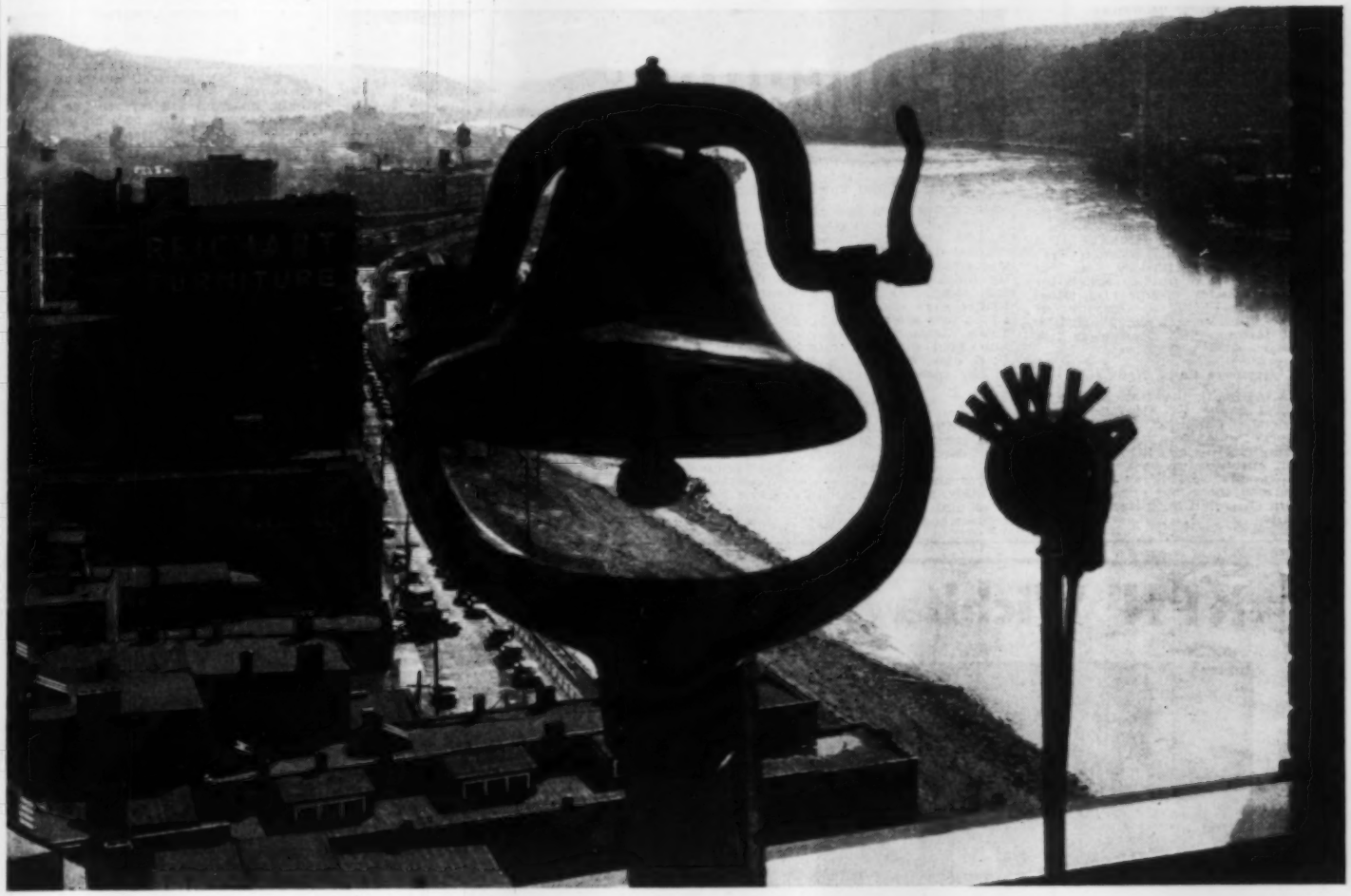
CALL HOWARD WILSON CO.

PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

WJHL offers you a rich market with six thriving cities and over a million potential BLUE listeners.

1000 WATTS WJHL 910 KCS.

JOHNSON CITY, TENNESSEE



"RING THAT BELL!--WE'LL BE LISTENING!"

The members of the Red Cross Disaster Committee were tense, as they always are when the Ohio River signals a rampage. How best to notify an anxious public of official flood stage predictions, was the point being discussed.

A representative of W W V A suggested a definite time schedule for flood bulletins; whereupon a committeeman interposed with this enthusiastic comment:

"Forget about the schedule—Just ring that bell! We'll be listening!"

"That Bell" is a W W V A institution reserved for flood service only. Its ringing has preceded official Ohio River flood bulletins down through the years. It is symbolic of a veteran friendly voice that is always of service in the public interest, convenience and necessity. And because of that, when W W V A speaks, people listen—hosts of them.

In the foreground of the above illustration is "That Bell" in company with its loyal co-worker, a W W V A microphone. On through the W W V A window from which the picture was taken can be seen the majestic Ohio River sweeping on its way to the sea. It is flanked by the friendly rolling hills of Ohio and West Virginia and sloping shores that proudly present smoke-dimmed steel mills and factories and a portion of the busy water-front business section of Wheeling. This dramatic setting welds into one magnificent study all that has made W W V A one of the world's better radio stations.

ASK A JOHN BLAIR MAN

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS — WHEELING, WEST VA.

BASIC BLUE NETWORK

PROGRAMS

Studies Stock Handling

JOHN MERRIFIELD, WHAS Louisville agricultural coordinator, traveled with stock trains to study methods of loading and unloading, bedding for cars, length of time stock was kept in cars without feed and water, etc. in order to better advise listeners of his regular farm service broadcasts how to cut down loss of livestock due to improper handling. Daily reports and transcriptions were made en route.

Service Series Schedule

THE NATIONAL GRANGE and the American Farm Bureau Federation alternate in presenting a series of ten programs on NBC April 8 through June 10 in the Sunday, 1:15-1:30 p.m. period set aside as a public service for labor and industry groups and titled "America United". U. S. Chamber of Commerce takes over June 17 with a series of forums. AFL conducted first 13 programs.

Overseas Farm News

FOR CANADIANS overseas a special agricultural report is broadcast each week on the Canadian Broadcasting Corp. shortwave station at Sackville, N. B., by Fergus Mutrie, CBC farm commentator, Toronto. Program is designed for farmers now serving with the Canadian armed forces, to keep them up to date on Canadian farm news and developments.

International Town Meeting

WSAI Cincinnati and the BBC will do a two-way transatlantic broadcast April 22 with teen-agers in London and Cincinnati discussing their hopes for postwar education, government responsibility for higher education and the place for vocational training. Four participants were chosen for the broadcasts. Broadcasts are a product of the "Junior Town Meetings of the Air" which are now held over 24 stations weekly in U. S. after being started in Cincinnati in the spring of 1944.

New KWG Programs

KWG Stockton, Cal., has started two new programs: "Memo for This Morning", Monday through Friday 9:15 a.m., dealing with problems of the homemaker and work aids; and "Your Date at 1230", Monday through Friday 3 p.m., a column of the air with news and transcribed music.

Godfrey on Net Series

ARTHUR GODFREY will broadcast for a consecutive 3¼ hours beginning April 30 when he starts a CBS series "Arthur Godfrey Time" Monday through Friday 9:15-9:45 a.m. Supported by orchestra, chorus and two vocalists, Mr. Godfrey will offer ad-lib comment in a show similar to his shows on CBS New York outlet, WABC, 6:30-7:45 a.m., and WTOP Washington, 7:45-9:15 a.m.

WJR Names Liberated Prisoners

WJR DETROIT has set aside its 8 a.m. newscast to keep listeners informed of the names of American service men liberated from German prison camps. Names are obtained from the War Dept.

BBC to Interview Iowans

IOWANS in London hospitals will be interviewed by the BBC for broadcast over KRNT Des Moines.

Broadway Chatter

WHOM New York starts a new quarter-hour show tonight (April 16) featuring Broadway chatter by Mr. and Mrs. Alexander Kirkpatrick, husband and wife acting team. To be heard six-weekly, program will replace Lee Mortimer, Broadway columnist who is on the West Coast for four weeks. On his return show will be moved to another spot and will eventually be heard in "Brunch" interview format on Sunday from the Madison Hotel. Title is: "Mr. and Mrs. Broadway".

CBC Women's Programs

PROGRAMS FOR WOMEN for the 1945 summer season have been lined up by the Canadian Broadcasting Corp. and include "CBC Cooking School," a series of eight Monday programs, "Mother's Business," series of practical techniques of building family life for both the at-home and working mothers, to be heard Thursday; "Needle Pointers," a series of talks on home dressmaking on Friday and "Your Next Job," a series of Tuesday talks from May to Oct. on various jobs for which women can prepare.

Washington News

BLUE-ABC on May 6 starts half-hour weekly program titled "Washington Story", a news commentary and analysis featuring Marquis Childs, Washington columnist. Each week "Washington Story" will present dramatization of the nation's most important news story with background interpretation by Childs and explanation of the news by those officials in Washington who created the story.

Preview Programs

FEATURE programs on the air will be previewed in "CKOV Showcase" 8:45-9 a.m. on the Kelowna, B. C. station. Musical themes for various network shows, questions from quiz programs, short flashes from transcribed shows will be broadcast to quicken audience interest.

WLS Service Series

WLS Chicago started a new series of weekly service programs from Vaughan General Hospital, Hines, Ill., April 13, 1:45-2:00 p.m. Built around a 22-piece orchestra and featuring both concert and swing music, program presents interviews with servicemen back from overseas.

Mt. Holyoke Program

MEMBERS of the radio class at Mt. Holyoke College are producing "Countries in the Headlines" over WHYN Holyoke, Mass., each Tuesday during April. Interviews with foreign students are a feature of each broadcast.

Classified Ads of Air

WMCA New York has started a new ten-minute program called "Real Estate Reporter", a classified ad section of the air, listing apartments for rent, houses for sale, business locations available, etc. Program is heard six-weekly.

Aviation News

WNYC New York will air a quarter-hour weekly program "Destination New York" starting April 13. Edgar Bauman, editor of Aviation News magazine, will interview aviation's outstanding notables and discuss aviation news.

KFH Wichita

An average day at Buck's, Inc. Wichita's four department stores retail sales in 1944 amounted to approximately $20,000,000. They tell their shopping news over KFH.

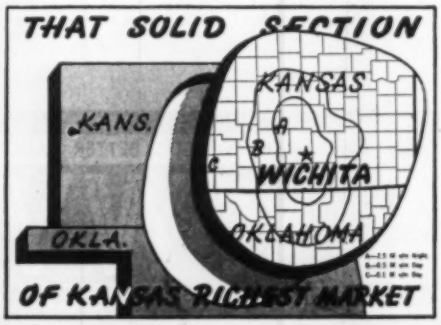
Count on $100,000,000, over-the-counter

Everyone knows that the Wichita market is a standout today with millions in war industry payrolls. But when conditions become normal, you can count on *solid retail sales* over Wichita's up-to-the-minute selling counters.

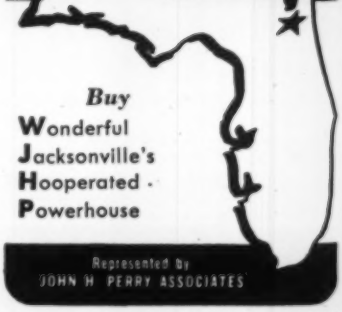
The reason has always been apparent to *solid-minded* time buyers who know the great Southwest. They know some sections depend alone on oil; some alone on wheat; some on agriculture or cattle... but Wichita, that *solid section* of Kansas' biggest and richest market, is enriched and perpetuated by all four to which is added solid industrial growth.

Although Wichita's retail sales reached $102,162,086 in 1944, Wichita retailers predict new increases in 1945. Your share is waiting for you on that selling station for Kansas' richest market.

KFH
WICHITA
WICHITA IS A HOOPERATED CITY
CBS • 5000 WATTS DAY & NIGHT
CALL ANY PETRY OFFICE

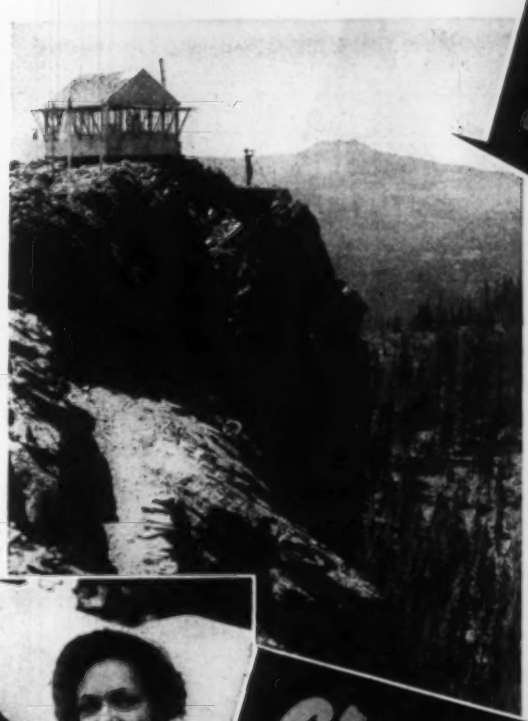


WJHP
Jacksonville, Fla.



Buy
Wonderful
Jacksonville's
Hooperated
Powerhouse

Represented by
JOHN H. PERRY ASSOCIATES



FOREST LOOKOUT STATION
(photo courtesy
U.S. Forestry Service)

first

in War!

In war or peace the fight to save Oregon's forests (greatest remaining stand of virgin timber in the U.S.) from fires, goes on. Forestry officials give much credit for 1944's record of a 45% decrease in fires to a series of KGW public service programs, "Forgotten Enemy." It's another example of KGW's progressiveness in the field of public service.

COVERED WAGON DAYS
"PIONEERS"

first

in Peace!

In the early 1930's KGW quite literally "pioneered" with "Covered Wagon Days", a dramatization of the pioneer period in Oregon history. KGW written and produced, the program was highly successful, set a record for longevity by remaining under one sponsorship for more than eight straight years!

first

in Audience Influence

Twenty-three years of anticipating and then meeting the desires of its audience has kept KGW FIRST with radio listeners of the Pacific Northwest. This established pattern of audience response works to the benefit of every KGW advertiser.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

We Never

Send A

A Boy—

We like to think of this business of ours as post graduate. It is an advanced responsibility for the skilled and experienced—only. Certainly there is no place in it for beginners —or for a young man to "make good." Before he comes here, he must *be* good.

The stations we represent know their affairs are in the hands of competent men, able to accept the many responsibilities of station representation. This policy has resulted in not only more business for them but better business. We never send a boy—this is a man's errand.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

Burr, by Durr

IT'S THE MOST natural thing in the world to expect reforms with each change in Administration. The FCC certainly has been no exception.

When Paul A. Porter alighted at 13th & Pennsylvania Avenue four months ago he found a reform movement well under way. It was that most tempting of all radio morsels—programs. Clifford J. Durr for months had been needling his colleagues on over-commercialism. Last week the Commission yielded. Mr. Durr succeeded in selling his radio burr to his colleagues. The vote was unanimous.

Six stations were given temporary licenses because in their "original applications" for construction permits (which may have dated back many years) they made representations about the amount of time to be devoted to sustaining programs and for educational, religious and other renditions. The fact that the stations were not set for hearing is significant. But even the relatively mild course pursued should cause broadcasters—and the FCC—to take pause. We think the procedure is of doubtful validity. The stations are called upon to furnish statements showing future ratios between sustaining and commercial, network and non-network, transcription and live.

What happens if they don't comply with the mathematical commitments? Obviously, they could be called to the carpet. The yardstick in the law is "public interest", not commercial vs. sustaining. The public is the judge—not a body of Washington bureaucrats whose radio predilections may be at odds with the law. The public hasn't complained.

Hark back to the controversies incited by the CIO on allocation of time for controversial issues and for membership campaigns. Recall the all-out attack on the NAB code. It doesn't take too much ingenuity to tie those developments into the new "renewal procedure".

On the very day the FCC announced its new policy, Chairman Porter told the Peabody Radio Awards dinner in New York:

> I have a respect that is equivalent to reverence for that part of the statute which inhibits the Government from prescribing program content.

That, as well as previous statements by the FCC chairman, tends to allay any fear of direct program control. Yet it is understandable why broadcasters view with some trepidation the present course of events.

If the Commission attempts to invoke a rigid program review policy, its law department probably would have time for nothing else. It's one thing to measure sustaining time against commercial, but it's quite another to determine whether a commercial is educational or religious or of local interest.

Are *Cavalcade of America*, or *Town Meeting of the Air*, or *March of Time* less educational because they are sponsored? Is Metropolitan Opera less inspiring because the time is sold?

There are the war effort programs. War messages carried on the air run into the heavy millions in time and talent. When Bob Hope tours the military bases, is he selling toothpaste or Americanism?

Turn back the radio ledger a couple of decades. In 1927 the old Radio Commission asked stations to set forth anticipated program service. Many stations, in filing renewals since then, simply have copied off the broad categories. In the 20's there were about 200 educational and religious stations—non-commercial. All save a score have gone—gone commercial, most of them. When they shifted, they were not required to make a showing against original representations.

Some stations have been slip-shod in handling their renewals. A minority have gone overboard on commercials. But all radio has gotten the black eye. Radio manages to adjust those tendencies toward extremes.

Take the middle commercial in news and the *St. Louis Post-Dispatch's* campaign. The results—by self-regulation—already are evident. We think the current FCC move will spend itself. We believe the Commission will find that which the public already knows—people like their radio *good*, whether commercial or sustaining.

Even the Government has learned, through OWI war campaigns, that the best commercial programs draw the biggest audiences.

A rule of thumb which might well be applied: "If it's not good enough to sell, it's not good enough to be on the air."

Zenith to Nadir?

IN A 3,000-word telegram to members of Congress, E. F. McDonald Jr., president of Zenith, has protested the FCC's tentative allocation of FM in the 100 mc band.

We hope all Congressmen can find time, in these trying days which find many message-bearers parading through their offices, to read Comdr. McDonald's telegram carefully.

There are noticeable inconsistencies.

Mr. McDonald says: ". . . FM has come forward on its merits and IS ACCEPTED BY THE PUBLIC." A few sentences later: ". . . few cities today enjoy the benefits of FM." Where's that public acceptance?

Mr. McDonald says: "This (proposed FCC allocation) would obsolete all present FM broadcasting stations and destroy the FM value of many millions of dollars worth of radio sets in the hands of the public." And he follows this with: "FM because of the superior service it renders may even be destined to replace many of the present-day broadcast stations especially in the smaller towns." Is there not an investment threatened here, both on the part of broadcasters and on the part of the listeners?

Mr. McDonald's alarm seems undue. To accept one of his own illustrations—that of the railroad replacing the stagecoach—we do not believe that existing interests can, will or intend to stand in the way of better program service. If FM is superior, in any band, that will be it, and the choice will be dictated finally by the listening public.

At least, it is refreshing to find a manufacturer of receivers, whose largesse can be attributed directly to the progress of the broadcasting art, taking this sudden and unparalelled interest in the trough from which he feeds.

Our Respects To —

WILLIAM ALTON JONES

RADIO and the National Broadcasting Co. recently celebrated a milestone when the Cities Service Program, oldest commercial show, passed its 18th anniversary. Special honor guest was W. Alton Jones, tall, youngish president of the $862,000,000 organization.

Recognition of Mr. Jones as a radio pioneer is just. Since the first Cities Service program he has backed radio as the best means of reaching American families. By continuing the program year after year he has helped materially to develop commercial sponsorship of top programs.

"We have always endeavored to contribute with dignity and integrity to the entertainment and service of the public," Mr. Jones says of the program. Always vitally interested in musical education himself, it is not surprising that the program his company sponsors leans toward classical and semi-classical music.

Born April 19, 1891, at Webb City, Mo., William Alton Jones is the son of Sarah Jane and William Burrell Jones. When he was 11 he began work as a janitor in the country school near his home. Before he entered Vanderbilt University in 1910 he had been newsboy, grocery store clerk, truck driver and farmer.

During his first summer vacation he acted as substitute cashier for the Webb City & Cartersville Gas Co., Cities Service subsidiary. He has been with Cities Service ever since.

A short time after he began working for the company he was treasurer and acting secretary in charge of 15 branch offices. When he was 34 he was elected permanent chairman of Henry L. Doherty & Co., fiscal agents for Cities Service. A few years later he was made first vice-president of Cities Service, a director in hundreds of affiliated companies and right-hand man to Mr. Doherty. With this record his election to the presidency after Mr. Doherty's death in 1940 was almost automatic.

Always a hard worker, Mr. Jones has been even busier since the war began. He helped plan and build the Big Inch and Little Inch pipelines, is president and director of War Emergency Pipelines Inc., chairman of the general committee of District No. 1 of the PAW. He holds membership on six committees of the Petroleum Industry War Council and has played an important part in many other war activities.

In peace time Mr. Jones is an ardent golfer with scores in the lower brackets. Because of having to keep in touch with the far-flung plants of Cities Service he has become an aviation enthusiast and uses a twin-engined Beech-

(*Continued on page 42*)

FEW STATIONS IN THE NATION . . . CAN EQUAL KOA's DOMINANCE!

SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN *Power!*

KOA is the dominating force in its "area of influence." This includes Colorado and adjoining states.

It's probably the only U. S. station with over three times the power of all competing stations in the city wherein it is located and with nearly double the power of all stations in the state it serves.

With its 50,000 watts, KOA carries your messages to more radio families at lower cost per listener than any other Denver station or combination of stations in Denver or Colorado.

KOA's big story is *results for advertisers.* *Power* is the big reason for KOA's results! When KOA listeners hear your message they *respond!*

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68%

*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY

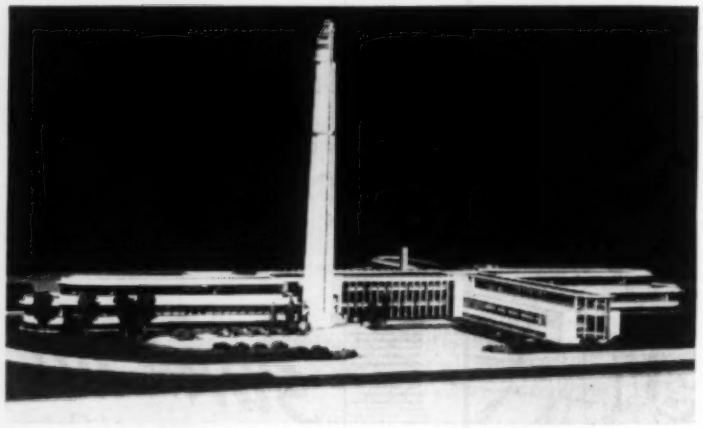
Our Respects to

(*Continued from page 40*)

craft plane to visit company plants. In 1914 Mr. Jones married Nettie Marie Marvin and the couple has two daughters, Elizabeth Marie and Patricia Jane. He is a member of the Metropolitan, the Recess, Deepdale, Economics, Union League and other New York Clubs, the Bohemian Club of San Francisco, the Burning Tree of Washington and the Electric Club of Chicago.

Sweetheart Serial

MANHATTAN SOAP Co. is starting a second daytime serial for Sweetheart Soap, *The Soldier Who Came Home*, on NBC. Program, beginning today (April 16), is broadcast at 11:30-11:45 a.m. EWT, an hour later than Manhattan's *Strange Romance of Evelyn Winters* on CBS. Company also sponsors news programs on about 75 stations. Advertising is handled by Duane Jones Co., New York.



DESIGNER'S CONCEPTION of the postwar Federal Telephone & Radio Corp. laboratories is this structure. When completed it will serve as headquarters for the worldwide research activities of International Telecommunication Laboratories Inc., newly-formed $2,000,000 scientific research subsidiary of International Telephone & Telegraph Corp., also parent company of Federal [BROADCASTING, April 2]. First unit of the project is now under construction on site at Nutley, N. J.

COM. GROSS NAMED TO UNION IN BERNE

CARRYING TO fruition plans evolved several months ago, appointment of Gerald C. Gross, on leave as assistant chief engineer of the FCC, to the post of vice-director of the International Telecommunications Union of Berne was announced April 7 at the Swiss capital. Mr. Gross, now on temporary duty in Bogota, Colombia, has just completed a tour as a lieutenant commander in the Naval Reserve, dealing in radio. He has been on active Naval duty since January 1943.

Com. Gross

Mr. Gross will relinquish his position as assistant chief engineer of the FCC and chief of the Broadcast Division. While he was assigned to that post in April 1941, Mr. Gross was transferred to the Common Carrier Division as acting chief. A member of the original engineering staff of the Federal Radio Commission, Mr. Gross participated in its formation in 1928. He served as chief of the International Division of the Engineering Dept. after its creation in 1934 and has represented the United States at more than a score of international conferences on communications.

Mr. Gross succeeds Frans Schwill, German vice-director of the radio section of the International Telecommunications Bureau (formerly known as UIR). The appointment was ratified by the Swiss Federal Council April 6. He is expected to take over his new post in May, the first American to be appointed to one of the four international unions with headquarters in Berne.

RECORDINGS of American broadcasts and a selection of varied recorded musicals are being used for entertaining patients aboard the Army's latest and most luxurious hospital ship, the Louis A. Milne, 1000-bed hospital craft recently reconditioned and commissioned. Ship has 113 loudspeakers, stemming from a Stromberg-Carlson sound system installed by DeMambro Radio Supply Co., Boston.

PROGRAM PROMOTION WITH A WALLOP!

Long an audience promotion leader in this area (from actual newspaper linage records) . . . this FULL PAGE in a recent Detroit newspaper (560,000 circ.) is added proof of our consistent efforts in behalf of advertisers and agencies, to maintain and *increase* our audience. Naturally, advertising pays *US*, just as it pays the sponsors of our programs!

5,000 WATTS at 800 kc
DAY and NIGHT
Mutual Broadcasting System

In The DETROIT AREA, it's . . .

CKLW

Union Guardian Building, Detroit 26

Adam J. Young, Jr., Inc.,
National Representative

J. E. Campeau
Managing Director

IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's 7
Most Powerful Independent

"VIA RADIO NETWORK"...WITHOUT PAYING METROPOLITAN RATES— YOU CAN NOW BUY FOR THE FIRST TIME A SEVEN BILLION DOLLAR RURAL MARKET!

THREE-FOURTHS of all hogs, grain, cattle, and poultry produced each year in the United States is direct from the area served by MVN. "Mr. & Mrs. Farmer" have billions of dollars to invest, spend and speculate with . . . Mississippi Valley Network was established to blanket this area wherein our *79 affiliated stations* reach . . . . 1,600,000 farm radio families (urban families within this coverage are not counted).

Our programs will command the largest rural audience because of the factual information the farmer will receive as well as the entertainment.

To merchandise and sell your products most effectively to the exclusive rural audience consider one of the special farm features of MVN . . . (don't wait too long to do it—time is being optioned now for Sept. 1 starting date).

Blanket Coverage of this Great Agricultural Area

ILLINOIS
INDIANA
IOWA
KANSAS
MICHIGAN
MINNESOTA
MISSOURI
MONTANA
NEBRASKA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN

HIGHLIGHT PROGRAMS BEING MADE AVAILABLE FOR SPONSORSHIP ARE:

6:00 AM	Mississippi Valley Time (complete network)
7:00 AM	Agriculture and the News
9:30 AM	Features for "Mrs. Farmer"
12:15 PM	News and the Farmer's Views

For cost estimates and further details contact any NCBS office

Mississippi Valley Network

OPERATED BY

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

New York
8 East 41st St.
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Ave.
State 0361

MANAGEMENT

NILES TRAMMELL, president of NBC, and Mrs. Cleo M. Black, were married April 7 at Queenstown, Md. It was the second marriage for both. Mr. Trammell having been divorced on March 30 and Mrs. Black several years ago. W. Alton Jones, president of Cities Service Co., attended Mr. Trammell, while Mrs. Arthur Kudner was matron of honor.

CHARLES E. RYND, vice-president, treasurer and assistant secretary of Blue-ABC, is the father of a boy, Charles Edward Rynd Jr. He has two daughters.

COL. THEODORE R. BARTLETT, formerly in charge of the FCC Law Dept. Administrative Division, has been appointed by **BRIG. GEN. H. M. McCLELLAND**, Air Communications Officer, to handle all international communications affecting the AAF. For two years Col. Bartlett has been Air Communications Officer in the Mediterranean theatre.

CAPT. STEVE A. CISLER, USMC, former manager of WGRC Louisville, is now officer in charge of the Armed Forces Radio Station WVTX, somewhere in the Pacific. He reports he is "way out—on front door of Tokyo".

Well, He Paid

MAJ. EDNEY RIDGE, director of WBIG Greensboro, N. C., and U. S. Marshal, wants to know the worth of 25 million drachmae. Neville Miller, former NAB president and for the last year deputy administrator of the United Nations Relief & Rehabilitation Administration, sent that amount of Greek currency to pay for a year's subscription to the WBIG *Run Sheet*, special publication for the station's men in service. [Note to Maj. Ridge: The drachma became worthless in April 1942.]

ROBERT G. SOULE, vice-president and treasurer of WFBL Syracuse, has been elected to the board of directors of the Syracuse Chamber of Commerce.

MILTON N. SAMUEL, promotion and publicity head of Blue's western division in Hollywood, was in New York last week on a flying trip to line up handling of San Francisco peace conference.

COMMERCIAL

ALBERT A. CORMIER, formerly with WOR New York and more recently with Joseph Hershey McGillvra Co., New York, and **JACK HARDINGHAM Jr.**, formerly with General Outdoor Adv., have joined the sales staff of WOV New York.

CHARLIE BURDSAL Columbia, S. C., newspaper advertising man, has joined the WCOS Columbia commercial department.

A. R. CONTROY, formerly with WCBI Columbus, Miss., is new sales manager of WROX Clarkesdale, Miss.

STEWART MILLER, released from the Merchant Marine and formerly with NBC and Blue-ABC New York, CHML Hamilton and CFPL London, Ont., is a new member of the sales staff of Joseph Hershey McGillvra Inc., New York.

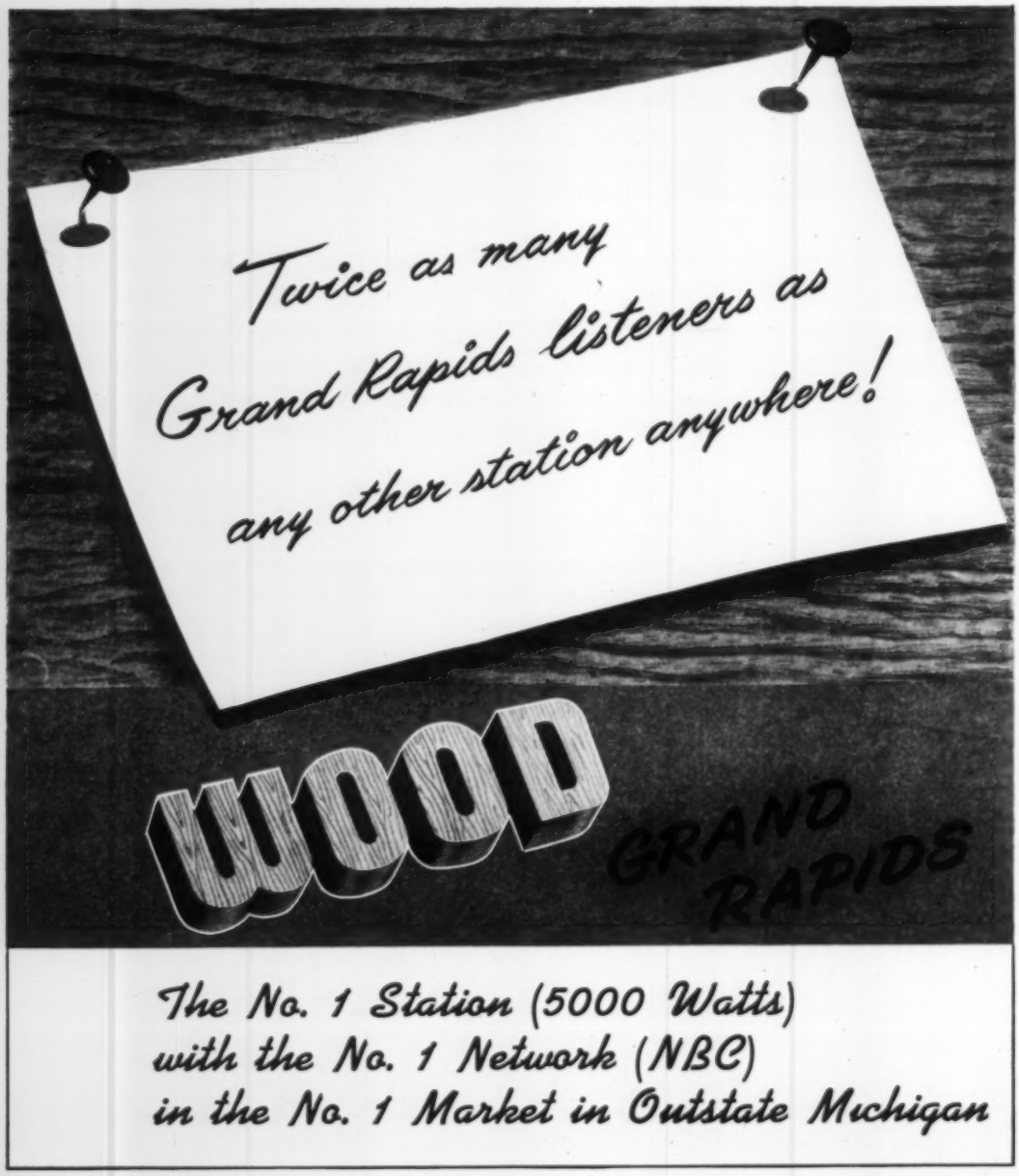
EDWARD F. DARRELL, public relations supervisor of the Electric Boat Co. for three years, succeeds **IVON B. NEWMAN** as business manager of WNLC New London, Conn. He formerly was account executive with N. W. Ayer & Son, New York, for 15 years.

"NOW I BELIEVE IT," said George Johnson (left), general manager of KTSA San Antonio, "but I don't think it's commercial," he added cryptically. News Editor Pat White decided that if eggs could stand thus in Chungking, why not in San Antonio.

PARADE OF STARS CAMPAIGN STUDIED

RESULTS of NBC annual Parade of Stars promotion as well as plans for next year's series were studied by network affiliated stations, representatives, agency executives and Hollywood talent, during two-day sessions at Beverly Hills (Cal.) Hotel and Biltmore Hotel, Los Angeles, on April 9-10. Attending conference were:

James R. MacPherson and Charles Phillips, KOA Denver; Sid Fox and Frank Baker, KDYL Salt Lake City; Roy Chapman, KTSM El Paso; Franz Robischon, KGHL Billings; Ruthe Fletcher and Olive Leeney, KSEI Pocatello; John Elwood and Helen Murray, KPO San Francisco; William B. Ryan and Gil Partridge, KFI Los Angeles; Arden X. Pangborn, KGW Portland; William Stuht, KOMO Seattle; Keith Collins, KMJ Fresno; E. C. Kelly, KCRA Sacramento; Thomas Sharp and Marion Harris, KFSD San Diego; William Harvey, KTAR Phoenix; R. B. Williams, KVOA Tucson; and Robert Stoddard, KOH Reno. Tracy Moore represented KGIR Butte, KPFA Helena, KRBM Bozeman. Representing NBC were Sidney N. Strotz, NBC western division vice-president; Lewis S. Frost, assistant to vice-president and program director; Alex Robb, assistant program director; Frank Berend, network sales manager; Frank Ford, sales promotion manager; Paul L. Gale, traffic manager; Jennings Pierce, manager of public service and station relations; Harold J. Bock, manager of information-press department.


Twice as many
Grand Rapids listeners as
any other station anywhere!
WOOD
GRAND RAPIDS
The No. 1 Station (5000 Watts)
with the No. 1 Network (NBC)
in the No. 1 Market in Outstate Michigan

WHY AMPEREX
WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES
233
Another new AMPEREX
power tube for induction and
dielectric heating equipment
The new Amperex 233 is designed for use as a Class C oscillator or amplifier for generating radio frequency power at frequencies up to 30 megacycles. Two grid arms make neutralization more convenient in the amplifier connection, and also permit cooler operation of the grid when the tube is employed at higher frequencies either in a self-excited oscillator or power amplifier. As do all tubes designed and developed in our laboratory, the 233 incorporates well-known "Amperextras" which make for longer operating efficiency and lower operating costs. Write for engineering data.
AMPEREX
... the high performance tube
AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET • • • • • BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"
GIVE WHAT YOU'VE GOT . . . DONATE A PINT OF BLOOD TO THE RED CROSS

Happy Birthday to Us!

(April 17)

WSJS

WINSTON-SALEM

5000 Watts

600 on the Dial

★

Represented by

HEADLEY-REED COMPANY

PRODUCTION

LARRY S. HATFIELD, former announcer for WOLS Florence, Ala., now stationed at Eighth Air Force headquarters in England, has been promoted to captain. Capt. Hatfield, 24, is communications officer, planning entire communications procedure for each Eighth Air Force bombing attack on German targets. He has 30 Flying Fortress missions to his credit, holding the DFC and Air Medal with three Oak Leaf Clusters.

JACK MELLOY, formerly with WDAS Philadelphia, has joined WJIM Lansing, Mich.

EDWARD STOKES, radio actor and former m.c. on the Coca-Cola "Spotlight Bands" show on Blue-ABC, has joined the announcing staff of WHN New York.

RICHARD GILBERT, record m.c. on WHN New York, has volunteered for overseas service with the USO-Camp Shows Organization.

ANNETTE EBSEN, former head of the BBC Washington office, has become BBC talks producer in New York, succeeding **EVELYN GIBBS** who is to produce a special BBC educational series for members of the armed services starting shortly after V-E Day. **MRS. VIOLET CROSBIE**, formerly in charge of BBC publications in New York, has been named to head the Washington office.

LOU COOK, former announcer of KHQ-KGA Spokane, has joined KFI Los Angeles.

ROBERT SCHOPFER, released from the Army, has joined KFAC Los Angeles as announcer.

SALLY CARLINGTON has joined the WSAV Savannah program department.

FRANK ALLAN, KMOX St. Louis announcer, is the father of a girl.

PHIL DUNCAN, formerly of WLLH Lowell, Mass., has joined the announcing staff of WHDH Boston.

MAXINE FUQUA THIELEN, St. Louis newspaper woman, has joined the KRNT Des Moines continuity staff.

BILL HAMILTON, formerly on the WIND Chicago announcing staff, has joined WGES Chicago.

HITOUS GRAY former radio actor in New York City, has joined WGES Chicago as announcer.

FRANCES SPENCER, former announcer of WTMJ Milwaukee, has joined the announcing staff of WGES Chicago.

JIM BOSWELL, formerly of KROW Oakland, has joined KGO San Francisco as announcer.

FRANCIS DILL has returned to WCBI Columbus, Miss.

KIERAN (Kay) BALFE, former WSTV Steubenville, O., announcer, is now program director for WJPA Washington, Pa.

JANE CUSHMAN, WGFM Schenectady staff member, is engaged to **ALDEN DEYOE**, producer cameraman at WRGB Schenectady, GE television station.

ROBERT GOULD, veteran producer cameraman at General Electric's television station, WRGB Schenectady, will enter the Navy April 9.

JACK MILLER, formerly of KQW San Francisco, and **DON PHILLIPS**, freelance writer-announcer, have joined the KGER Long Beach announcing staff.

FRED DRAKE, formerly of WBEN Buffalo and WFVA Fredericksburg Va., has joined WWDC Washington.

CHARLES SHOFFNER celebrates his 22d year as farm broadcaster for WCAU Philadelphia, this month.

FRANK OLSEN, who has been contributing scripts to NBC's Radio Recording Division while serving in the network's duplicating department, has been added to the script department as staff writer.

JOHN EISENHARD, formerly with WCBA-WSAN Allentown, Pa., is now a member of the continuity and script staff of WOL Washington.

JO AN ARNOLD, member of the WOL Washington continuity staff, on April 5 was married to John Nevil Booth, staff correspondent of the INS Washington bureau.

LARRY COLTON, WDRC Hartford announcer, has been appointed chief announcer.

STEVE ALLEN, formerly with the Arizona State Network, has joined KMTR Hollywood as writer.

MEL HUNT, announcer of KFI Los Angeles, and **MARY SIMPSON** of Blue Hollywood traffic department, were married in Santa Barbara April 9.

BEN KRAMER, formerly of KYW Philadelphia, has joined WOV New York as announcer.

BILL GRAHAM, former announcer for KIDO Boise and WDGY Minneapolis, has joined WLOL Minneapolis.

Harris to OWI

ROY HARRIS, composer, has been granted leave from Colorado College to serve as music chief in the radio program bureau, OWI overseas branch. He will direct all shortwave music programming and musical recordings for OWI outposts, including talent for both activities. Dr. Harris succeeds Daniel Saidenberg, conductor and cellist, who has resigned after a year with the OWI, to resume concert work.

Ludens on 82

LUDEN'S Inc., Reading, Pa. (cough drops), will continue using spot announcements on 82 stations through the summer, dropping from winter schedule of 140 stations. Following stations will continue with commercials directed at summer cold sufferers: WHAS WSMB KWKH WCSH WBAL WBZ WTAG WJR WWJ WOOD WEBC WCCO KMBC WDAF KGBX KMOX KGIR KRBM KPFA WOW KARK KFI KFSD KPO KMJ KLZ WTIC WDEL WRC WJAR WSB WSAV WBBM WMBD WGBF WIRE WSBT WHO WIBW KFH WNBF WBEN WNEW WOR WHAM WGY WSYR WIBX WBT WSOC WPTF WADC WLW WTAM WBNS WHIO WSPD WKBN KVOO KGW WHP WGAL WCAU KDKA WRAW WBRE WJAC WIS WDOD WNOX WREC WSM WFAA WBAP KRPC KDYL WTAR WRVA WDBJ KOMO KFPY WIBA WTMJ. Agency is J. M. Mathes Inc., New York.

ALLIED ARTS

INTER-AMERICAN RADIO has been established with a specialized service for radio advertising throughout Latin America. Company writes and produces programs in Spanish and Portuguese and arranges time schedules in all South and Central American republics. Among executives is **ROBERT ALLAN MONROE**, who was with CIAA, is former radio production manager of Donahue & Coe, and NBC, Blue-ABC and Mutual producer. Offices are at 625 Madison Ave., New York.

WIN NATHANSON was elected president of Tom Fizdale Inc., New York and Hollywood, following a meeting of the board of directors last week. He succeeds **TOM FIZDALE**, founder and president, who resigned previous week to devote full time to serving as general manager of Selznick-Sapphier, Hollywood, a post he assumed last January. Mr. Nathanson has been executive vice-president of the Fizdale organization for nine years. There will be no change in accounts or personnel, he said, adding that the company's name might be changed at a later date. **BERN BERNARD**, with Fizdale since last September, was elected a vice-president.

JOHN McKAY, manager of the advertising and promotion department of King Features Syndicate, has also been appointed director of publicity for King Features, International News Service and International News Photos, with these publicity departments merged with advertising and promotion. Mr. McKay was manager of the NBC press department before joining King Features last December. **GENE COHN**, publicity writer and magazine contributor, leaves a post with Central Press, a KFS affiliate, to become Mr. McKay's assistant.

ASSOCIATED MUSIC PUBLISHERS, New York, has completed new agreements with KFEL WLW WSAI KROS KPLT. Total of 36 renewals have been signed with following stations: KBST KCMC KDB KFDA KFRC KFXM KGB KGFJ KGKL KHJ KIEM KMBC KMO KOME KRBC KRLH KRSC KVCV KVEC KVOE KVWC KXO KYOS WDSM WELI WHBF WIND WLBJ WLIB WNBF WOR WRR WSTP WTIC WXYZ WRGA.

BERT ALLENBERG, vice-president of Berg-Allenberg Inc., Beverly Hills, Cal., talent service, for sixth consecutive year has been reelected president of Artists Managers Guild. In recognition of services to AMG he was presented with a gold identification bracelet by the board of directors.

AFTER MONTHS of research, National Retail Dry Goods Assn. postwar committee on better selling has issued a 28-page report, "Gearing Management for Better Selling". Report stresses fact that "distribution rather than production must play the major role in the postwar economy."

Serving New England's 3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS. 5000 WATTS 680 K C

NATIONAL REPRESENTATIVES: WEED & CO.

IT'S THE STATION THAT GOT ME A GOOD JOB

Helping put our returning G. I. Joes into suitable jobs is a job now actually being undertaken by WGAR. We believe that any radio station to be valuable to its advertisers must render a vital service to its community.

CLEVELAND'S

WGAR

THE FRIENDLY STATION

FREE SPEECH "MIKE"

RADIO'S XXV ANNIVERSARY

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

MURRAY BOLEN, Pacific Coast manager of Compton Adv., has taken over production of NBC "Truth or Consequences". He relieves **FLOYD HOLM,** who has returned to the agency's New York office for other assignment.

MARY LOU GORDON, formerly of West-Marquis Inc., Los Angeles agency, has joined Lockwood-Shackelford Adv., Los Angeles, as consultant on women's copy.

H. E. CASSIDY, vice-president of The McCarty Co., Los Angeles agency, has been elected board chairman of the Pacific Council AAAA. Other new board members are **DANA JONES,** head of Dana Jones Co., Los Angeles; **ROBBINS MILBANK,** Young & Rubicam, San Francisco; **C. L. BAUM,** Short & Baum, Portland; **WARREN KRAFT,** Erwin, Wasey & Co., Seattle.

BOB MUCKS, Pacific Coast publicity director of Young & Rubicam, is in New York for a month.

CLIFFORD S. BROWN, art director of Wolfe-Jickling-Dow & Conkey, Detroit, has been named vice-president of the agency.

ED HUMPHREY, radio director of Sidney S. Lovitt Adv., Chicago, is the father of a boy.

HOWARD L. TULLIS, former manager of KWKW Pasadena, and more recently account executive of Glasser-Gailey & Co. Los Angeles, has established his own advertising agency under firm name of The Tullis Co. at 215 W. Fifth St. He will also package programs for local and regional sponsor consideration.

BERNICE GAINES, former copywriter of Ralph H. Jones Co., Cincinnati, has joined the radio department of Kenyon & Eckhardt, New York, as commercial writer.

BLAIR EBERSOLE, former continuity editor of WELI New Haven, has joined Olian Adv. Co., Chicago, as copy writer.

CECIL UNDERWOOD, freelance producer, has been assigned by N. W. Ayer & Son, Hollywood, to produce "Hires Icebox Follies" on Blue-ABC for Charles E. Hires Co. Mr. Underwood resigned recently from Needham, Louis & Brorby, Chicago, where he directed "The Great Gildersleeve", and "Fibber McGee & Molly".

LEW KASHUK, advertising director of I J. Fox Co., New York (furrier), spot radio advertiser, will resign May 1 to establish his own advertising agency. Temporary headquarters will be at 11 W. 42d St.

H. ROSS POTTER, account executive of Sherman K. Ellis & Co., New York, has been elected a vice-president and director.

WARD BYRON, former radio producer and head of the radio department of the Moe Gale Agency, New York, has been named eastern program manager for the Biow Co., New York, succeeding **WALTER LURIE,** resigned. Mr. Byron, in radio for 17 years, will continue as producer of Procter & Gamble "Gaslight Gaieties" on NBC. **JAMES L. STEVENSON,** NBC commentator recently discharged from the armed services, succeeds Mr. Byron at Moe Gale.

CAPT. JOHN LLOYD, on terminal leave from the Army Air Forces, has rejoined J. M. Mathes Inc., New York, in an executive capacity. He entered the service in August 1942.

S. JAMES ANDREWS, radio director of Lennen & Mitchell, with headquarters in Hollywood, is in New York for a brief visit.

New Advertising Agency Is Started by Millard

J. W. MILLARD Adv. has been established at 681 Fifth Ave., New York, by J. W. Millard, formerly on the staff of the WPB's requirements committee, and director of the office of materials and facilities of the War Food Administration. For seven years he had been research director of Arthur Kudner Inc., New York.

Mr. Millard's partners are Hubert Mathieu, art director, formerly with J. Walter Thompson Co., and Graham Starr, formerly vice-president and account executive of Young & Rubicam, New York, on the General Foods account. Mr. Starr has received a medical discharge from the Army Air Corps, where he held the rank of major and served overseas as public relations officer of the Eighth Air Force. First account is California Growers Wineries, Cutler, Cal.

ROBERT R. DUNWODY, officer and director of S. S. Koppe & Co., has joined the foreign department of the McCann-Erickson New York office as media director, assisted by **LENORE HAHN. HARRISON ATWOOD** continues as vice-president in charge of foreign operations.

JOSEPH T. COENEN, a partner in the Boston office of Alley & Richards Co., New York, has been released from the Army Air Forces after serving overseas and has resumed his position with the agency as creative and contact man. Capt. Coenen enlisted in 1942.

IAN GORDON, former New York freelance writer-producer and previously Marine Corps combat correspondent, has joined Sherman K. Ellis & Co., Chicago, as radio director, replacing **PALMER CLARK,** resigned [BROADCASTING, April 9].

Proetz Award Judges

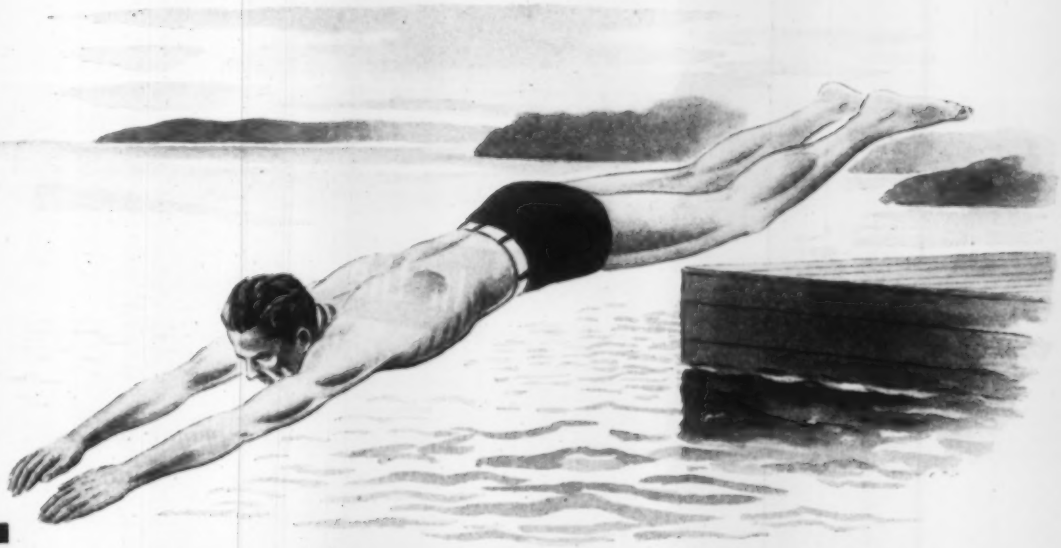
ERMA PROETZ Award contest judges have been announced by Mrs. Norrie Passino, St. Louis, as follows: Valentino Sarra, New York color photographer; Sidney Wells, art director of McCann-Erickson, New York; Max Wylie, Young & Rubicam, New York; Herbert S. Gardner, chairman of the board, Gardner Adv. Co., New York and Bea Adams, vice-president, Gardner Adv. Co., St. Louis. The awards will be in recognition of outstanding creative advertising by a woman during past year. They will be made in St. Louis May 21.

63 YEARS NON-STOP
—HOW ABOUT THAT?
We have six accounts whose total uninterrupted time on KQV aggregates 63 years. Speaks well for the value they received.

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.
28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta
San Francisco

YOU MAY BE ABLE TO SWIM 292 MILES, NONSTOP* —



BUT— YOU CAN'T FLOAT INTO WESTERN MICHIGAN FROM THE "OUTSIDE"!

So you're using a 50,000-watt station within 250 miles or so of Western Michigan—and you figure you're getting "coverage"!

But listen: People in this section aren't hearing your broadcasts regularly—they *can't* because of a queer local condition of *fading*. To reach them you must broadcast from within-the-wall of the fading area. Chicago and Detroit are *outside*. Use of *nearby stations* is the only answer.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving *eighteen counties* with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer *complete coverage* of Western Michigan.

Let us send you the whole story — or just ask Free & Peters!

**John V. Sigmund swam nonstop down the Mississippi River, 292 miles, in 89 hrs. 48 mins., 1940.*

WKZO
CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

It happened on NBC

In the Beginning . . .

APRIL 1935

The Johnson's Wax people put a veteran comedy team, and a new kind of radio act, on a modest network of 26 NBC stations.

JULY 1936

After a year and a quarter on the air, Fibber McGee and Molly received a Hooper rating of 7.0—the first available Hooper rating on this show.

OCTOBER 1936—APRIL 1937

Fibber McGee and Molly received a winter season average Hooper rating of 12.8.

▶ 79 Wistful Vista is the legendary home of one of America's best-loved families—the boastful, blundering, big-hearted Fibber and his kindly, Irish-witted Molly. They have been careful to retain their "hominess" because they realize that this small-town wholesomeness is the good earth from which their comedy blossoms so lustily.

Fibber McGee and Molly would be the first to acknowledge that a large share of their success is due to Don Quinn, their writer, and to the makers of Johnson's Wax, their sponsors. Johnson's Wax officials have seen their faith in

The Story of Fibber McGee and Molly) NO. 2 OF A SERIES

Today . . .

OCTOBER 1944—FEBRUARY 1945

Fibber McGee and Molly received an average Hooper rating of 30.4—making them the highest-rated comedy team on the air. Incidentally, under the Crossley Recall system, they received the highest rating ever obtained by a half-hour program.

APRIL 1945

Fibber McGee and Molly celebrate their tenth anniversary on NBC. They are now heard over 141 NBC stations, short-waved to troops in every part of the world.

TODAY

Fibber McGee and Molly reach an estimated weekly audience of 10,000,000 families.

this beloved comedy team more than justified as the program's popularity grew steadily through the years until today Fibber McGee and Molly are good neighbors to some 30 million American listeners.

They are also good neighbors to Bob Hope, who has occupied the Tuesday night half-hour following them since September, 1938. The two programs comprise the highest Hooper-rated hour on the air.

• • •

A good show, plus good neighbors, plus NBC facilities is the NBC formula for developing a great show.

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

NBC

A Service of Radio Corporation of America

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

SPONSORS

DALY BROS. SHOE Co., Marion, Ind., which last spring began a spot campaign for Air-O-Magic men's shoes, will suspend its five-minute show "Magic Answer Box" during the summer but will sponsor the same program in 16 markets next fall. Agency is Norman D. Waters & Assoc., New York.

SHEFFORD CHEESE Co., Chicago, April 16 starts participation on "Sunrise Salute" and "Housewives Protective League" Mon. thru Sat. on WBBM Chicago. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

MAGGI Co., New York (seasonings) effective April 16 for 13 weeks renews sponsorship on participation shows "Sunrise Salute" and "Housewives Protective League," six-weekly on WBBM Chicago. Agency is Needham & Grohmann, New York.

DERMAL Co. and Meltone Co., both in Chicago, have appointed Phil Gorden Agency, Chicago, to handle their advertising campaigns, said to include radio.

HOUSEHOLD FINANCE Corp., Chicago, April 2 started spots on three Chicago stations: two weekly, WCFL; ten weekly, WIND; five weekly, WJJD; and quarter-hour newscast featuring Martin Agronsky, Mon. thru Sta. on WCFL. Contracts for 52 weeks placed by BBDO, Chicago.

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme Beer), on April 2 started "Songs of Good Cheer", Frederic W. Ziv Co. quarter-hour transcribed musical, on KGB San Diego, KTAR Phoenix and KXO El Centro, Tues.-Thurs. 9:45 p.m. Contract for 26 weeks placed thru Brisacher Van Norden Agency, Los Angeles.

ROBERTS & Co., Zanesville, O., April 3 for 52 weeks on WHIZ Zanesville, WPAY Portsmouth and WPIC Sharon, Pa., started sponsorship of quarter-hour "Manhunt" mystery, transcribed Frederic W. Ziv Co. series.

FREDERIC W. ZIV Co., New York, quarter-hour transcribed feature series, "Calling All Girls", started this month for 52 weeks under following new department store sponsors: Block & Kuhl, WMBD Peoria, WSOY Decatur, WDAN Danville, WROK Rockford, WHBF Moline, WCLS Joliet, Ill.; H. C. Prange Co., WHBL Sheyboygen, WTAQ Green Bay, Wis.; Ben Snyder Inc., WLAP Lexington, Ky.; Gold & Co., KFOR Lincoln, Neb.; Kistler-Collister, KOB Albuquerque; Burr Dept. Store, KASA Elk City, Okla.; H. Weber & Sons Co., WHIZ Zanesville, O.; Myers Dept. Store, WTAX Springfield, Ill. These additions bring total to 123.

SUPREME FOODS Co., Knoxville, April 15 started "Songs of Good Cheer" on WJHL Johnson City, WKPT Kingsport, WOPI Bristol and WWMC Asheville; and "Pleasure Parade" on WAPO Chattanooga. Heard three-weekly, quarter-hour series were transcribed by Frederic W. Ziv Co., New York. Contract for 26 weeks placed direct.

ZONITE PRODUCTS Corp., New York (Larex Division) on April 3 started two transcribed announcements weekly on KMPC Hollywood. Contract is for 13 weeks. McCann-Erickson, New York, has account.

RILLING - ARNAO Co., Minneapolis (Naildri), has started sponsoring total of 65 transcribed spot announcements on KFI Los Angeles. Contract is for 13 weeks. Campbell-Mithun, Minneapolis, has the account.

ARLINGTON MILLS (textiles) has renewed for eighth consecutive year "American Ideals", 15-minute Sunday program, on WLAW Lawrence, Mass. Program features speakers on the American way of life.

ELMER CANDY Co., New Orleans, has named Walker Saussey Adv., New Orleans, as agency. Radio is considered.

FISHER, THORSEN & Co., Portland (paint), has named Adolph Bloch Adv., Portland, as agency. Radio is considered.

H. H. TANNER & Co., St. Paul (Portrait permanent wave package), has placed its account with Manson-Gold Adv., Minneapolis. Radio is considered.

DAVID SELZNICK, of Selznick-International Productions, in cooperation with Loew's Inc. and the Capitol Theatre, is spending more than $4000 weekly in New York for spot radio promotion of the picture "I'll Be Seeing You". Campaign, which will run for duration of picture's showing in New York, uses spot announcements on WEAF WABC WOR WJZ WNEW WOV WINS WQXR. Donahue & Coe, New York, is handling promotion.

PERRY LE ROY, to sell his course "How to Play the Piano by Ear", has purchased 18 ten-minute periods weekly on WMCA New York and 12 ten-minute broadcasts weekly on WIBG Philadelphia, presenting his own commercials and piano playing both live and transcribed. Contracts for 13 weeks placed thru Furman, Feiner & Co., New York.

LARUS & Bros., Richmond, sponsor of "Guy Lombardo Show" Mon. 10-10:30 p.m. on Blue-ABC stations including WRNL Richmond, presents a recorded version in the 10:30-11 p.m. period on its own station, WRVA Richmond. Agency is Warwick & Legler, New York.

RIPLEY CLOTHES, men's clothing manufacturer and operator of a chain of stores in New York, is sponsoring Steve Ellis in a ten-minute sports review program five weekly on WMCA New York. Signed for 26 weeks, contract was handled by the Bobley Co., New York, which said Ripley intends to expand its radio advertising later.

COLGATE-PALMOLIVE-PEET Co., Jersey City, and the Curtis Publishing Co., Philadelphia, joint sponsors of the Mon. thru Fri. quarter-hour "Personally, It's Off the Record" show on WABC New York, expands the program to a half-hour April 16.

ALASKA FACTS, Seattle (books), has placed its account with Pacific National Agency, Seattle. Radio is said to be considered.

VACU-DRY Co., Oakland, Cal. (Fru-Get dessert), has placed its account with Ryder-Ingram, Oakland. Firm said to be considering radio.

REPUBLIC PICTURES Corp., New York, has started in that area what is expected to be a national spot radio campaign for its picture, "Earl Carroll's Vanities". Through Donahue & Coe Inc., Republic is spending more than $2000 weekly for spot announcements on WEAF WABC WOR WJZ WMCA WNEW WOV WINS WHN WQXR, all New York.

BENJAMIN & JOHNES, Newark, in behalf of Bien Jolie Foundations have signed a 52-week contract for thrice-weekly participations on "Breakfast with Dorothy and Dick", which started April 14 on WOR New York, and featuring Columnist Dorothy Kilgallen and her husband Dick Kollmar at breakfast with their two children. Agency is Alfred E. Tokar Adv., Newark. Program is heard Mon. thru Sat. 8:15-8:55 a.m. and Sun. 11:30 a.m. as "Brunch with Dorothy and Dick".

NYLIFE Corp., New York, manufacturer of a stocking preservative introduced last month, has signed a 13-week contract for a ten-minute segment of Alan Courtney's record program on WOV New York, five-times weekly. Besides new show, Nylife is using ten live one-minute spots weekly on WEVD New York. Agency is Furman, Feiner & Co., New York.

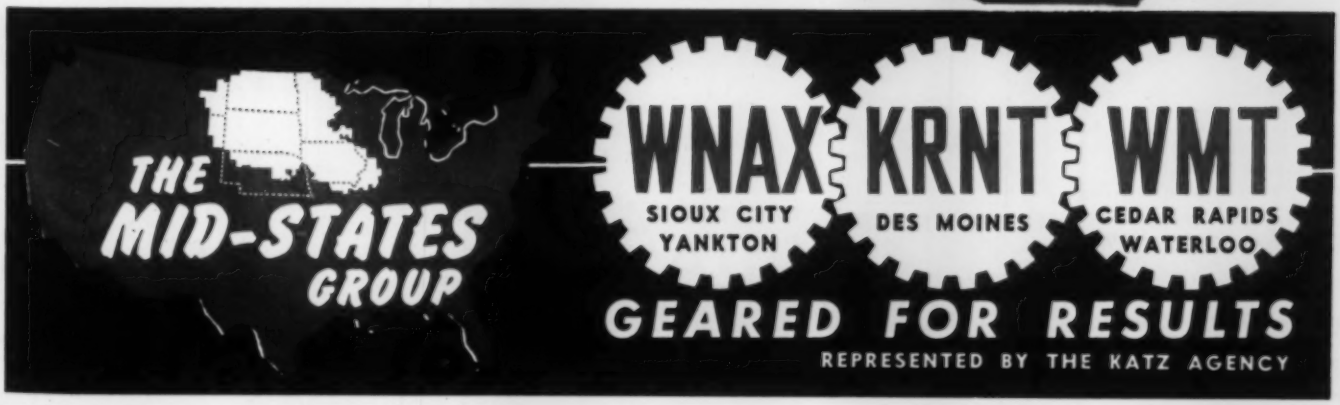
PENNZOIL Co., Los Angeles (lubricants), in a 13-week campaign starting April 16 will use three announcements weekly on Z-Bar Network (KGIR KRBM KPFA) and KGHL Billings. Spot schedule also starts on KARM KQW KOMO, with KFBB to be added April 24. Agency is The Mayers Co., Los Angeles.

B. C. REMEDY Co., Durham, N. C. (headache powders), on April 7 started total of 30 spots on KFI Los Angeles. Contract is for 26 weeks. Agency is Harvey-Massengale Co., Durham, N. C.

PALMETTO Baking Co., Columbia S. C., has signed a 52-week contract for the 12:30-12:45 p.m. Mon. thru Fri. period on WCOS Columbia featuring MOODY McELVEEN.

(*Continued on page 54*)

No worry about Reconversion or Re-tooling for farmers in the productive agricultural area served by the Mid-States Group. Advertising dollars planted here today will yield rich harvests. Group rates as low as $72 for a daytime quarter-hour on 3 stations. What a buy!



. . . the Greeks had a word for them

The cymbals, or kymbals, as the Greeks called them, belong to a class of instruments known as the idiophones. Made of naturally sonorous materials, they do not depend upon tension for their clashing effect. Although the cymbals are mentioned in the Bible, and date back to the ancient Hebrews, Greeks, and Egyptians, their use seems to have been restricted to the more highly civilized peoples.

The gods of earth like noise

In Asia, where the cymbals originated, they were used in the worship of the gods. The Tibetans made use of a softly struck, broad-rimmed cymbal in worshipping the divinities of heaven. In rites to the divinities of earth, they used a narrow-rimmed cymbal, violently clanged in a horizontal movement. The Greeks, sensing the dramatic value of the cymbals, transferred their use from the religious ceremonies of Dionysius to the theatre.

The atmosphere of the Orient

Cymbals have an Oriental sound—and most of them are Oriental. Although they were first used in European music in an opera of 1680, relatively few cymbals have been made in the Occident. Most have been imported from China, although the flat, thick instruments from Turkey are usually considered best. Today, composers frequently call upon the cymbals to accent peaks of rhythm.

The cymbals have a frequency range of 300 to more than 12,000 c.p.s. To reproduce the full range and intensity of the sound of the cymbals with the utmost clarity, use:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

(*Continued from page 52*)

FAMOUS DEPT. STORES, Los Angeles, adding to southern California schedule, has started a weekly quarter-hour local "Navy News" on KGER Long Beach. Agency is Adolph Wenland Adv., Los Angeles.

BULOVA WATCH Co. New York (timepieces), on March 31 for 52 weeks started 42 time signals weekly on KGER Long Beach, Cal. The Blow Co., N. Y., has account.

STANDARD BRANDS, New York (Blue Bonnet margarine), in a 39-week campaign started in late March, is using a total of 260 transcribed announcements on KGER Long Beach, Cal. Agency is Ted Bates Inc., New York.

WESCO CHEMICALS, Montreal (Flite casein paint), has started thrice weekly dramatized transcribed spots on 49 Canadian stations. Agency is J. J. Gibbons Ltd., Montreal.

PEGGY SAGE Inc., Montreal (cosmetics), has started thrice weekly stylecasts on a number of Canadian stations. Account is placed by J. Walter Thompson Co., Montreal.

PEPSI-COLA Co. of Canada, Montreal, has started a ten-week campaign of transcribed spots on a number of Canadian stations. Agency is J. Walter Thompson Co., Montreal.

KENNEDY MFG. Co., Montreal (Sapho) has started spots on CKEY Toronto. Agency is Cockfield Brown & Co., Montreal.

NYAL DRUG Co., Windsor, Ont. (Nyal products), has started thrice weekly spots on a number of Canadian stations. Account is placed by A. J. Denne & Co., Toronto.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. (proprietary) has started thrice weekly musical program on CKEY Toronto. Agency is Ardiel Adv. Agency, Oakville.

BALABAN & KATZ Corp., Chicago, effective April 22 for four weeks will sponsor transcribed spots and live station breaks to promote the picture "I'll Be Seeing You" on following Chicago stations: WMAQ WENR WBBM WGN WLS WAIT WJJD WIND. Agency is M. M. Fisher Assoc., Chicago.

AT A LUNCHEON celebrating the signing of a contract for the 10th year of the Chicago & Northwestern Railway's *400 Hour* on WMAQ Chicago, are (l to r seated): John E. Erickson, v-p The Caples Co., Chicago, agency for the railway; Pauline Fulmer, asst. adv. manager, Northwestern; Patsy Gallicchio, m.c. of the show; Jeanne Foote, NBC transcription dept.; Harry Frier, adv. and promotion manager, Chicago & Northwestern; Mrs. Cecilia Evans, Caples Co. Standing are: Emmon C. Carlson, NBC promotion manager; William Lawrence, NBC production; Walter Gibson, Caples; Art Caron, Caples, Los Angeles; Olive Morton, NBC spot sales manager; Don Powers, Caples; and Dick Tennerstedt, who is an account executive with NBC spot sales.

DR. PEPPER BOTTLING Co., Stockton Cal., is sponsoring "Dick Tracy", quarter-hour series, Mon. thru Fri. for Dr. Pepper and Squirt on KWG Stockton.

SEARS ROEBUCK & Co., Stockton, Cal. is sponsoring Martin Agronsky five days weekly and seven announcements daily on KWG Stockton.

NU-ENAMEL Corp., Chicago, on March 4 started one spot weekly on WENR Chicago and four spots weekly on WCFL Chicago. Contracts for 13 weeks were placed by John Turner Adv., Chicago.

RED ROCK BOTTLERS, Atlanta, has reappointed Roy S. Durstine Inc., New York, as agency. Account has used spot radio in the past, but media plans are not complete.

ASSOCIATED LABS, Long Island City (Blondex), in a four-week campaign started April 2 is using three spots weekly on KMPC Hollywood. Agency is Grady & Wagner, New York.

News

JOHN HOOLEY, in Guam for six months broadcasting as a representative of the combined American press, has signed an exclusive contract as Blue-ABC correspondent effective April 15. Before going to the Pacific he was assistant manager of program operations at BBC New York and was commentator on WNEW New York. Mr. Hooley joins **LARRY TIGHE** and **NORMAN PAIGE** of the Blue's Pacific staff.

ENS. FRED HENRY, USNR, former KMPC Hollywood news analyst, has been reassigned from Lord Mountbatten's staff in the India war zone to the shortwave section of Armed Forces Radio Service, San Francisco, and is handling news and special events.

JACK BRICKHOUSE, Chicago sportscaster, has resigned from WGN Chicago to freelance. He will announce exclusive play-by-play broadcasts of Chicago White Sox baseball games for 1945 season on WJJD Chicago.

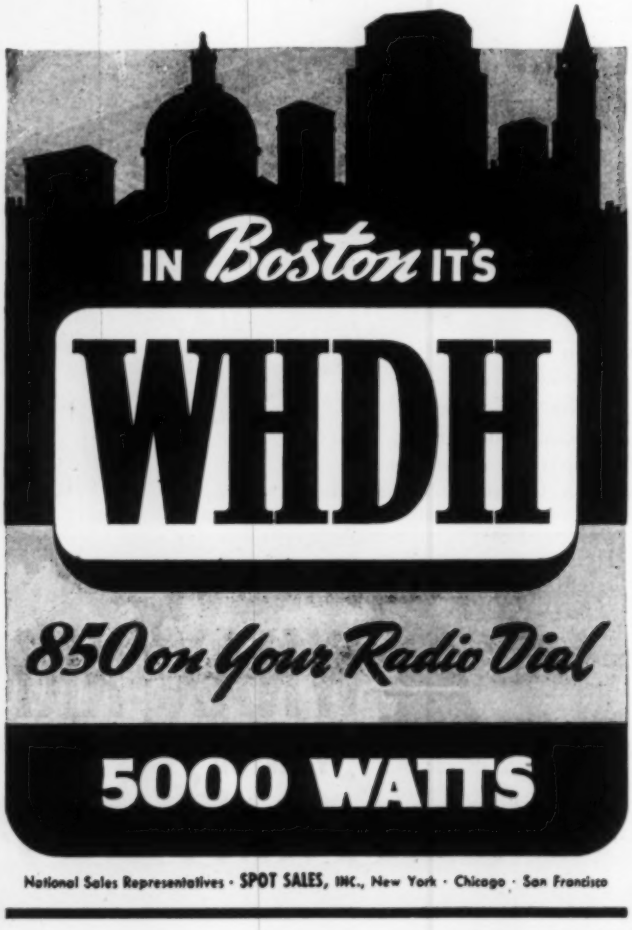
TED BROVER, former chief newscaster of WMC Memphis, is now commentator of WBYN Brooklyn.

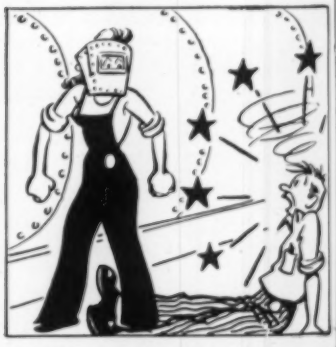
GENE SHUMATE, former KRNT Des Moines sports director now with the USMCR, has been assigned to duty with AFRS at San Francisco.

MYRTLE ROBISON, a news editor of the NBC central division, was to be married to **LT. A. KNIGHT** of the U. S. Signal Corps in Chicago, April 14.

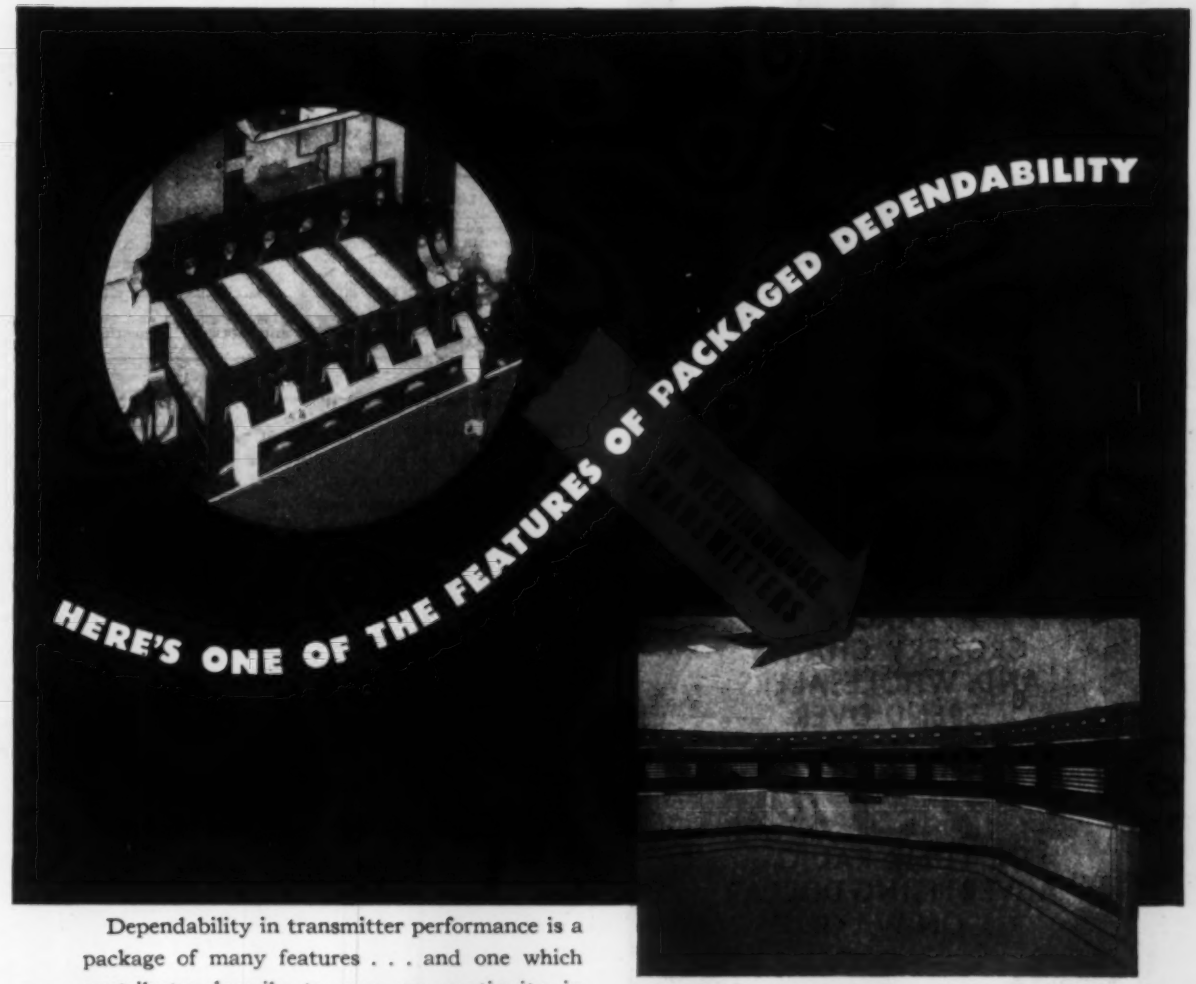
CHARLES F. McGRATH, former Cincinnati newspaperman, will take charge of WCKY Cincinnati local news staff.

DAVID BRENT, recently liberated from Santo Tomas, Japanese prison camp in Manila, and editor of the Manila Tribune for some years, has been added to the Blue-ABC staff of correspondents in the Philippines.


IN Boston IT'S
WHDH
850 on Your Radio Dial
5000 WATTS
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco



"WFDF Flint promised advancement—not advances!"



The smartly-styled Westinghouse 50-kw transmitters are built with 12 new, important design features. Ask your nearest Westinghouse office for the complete story.

Dependability in transmitter performance is a package of many features . . . and one which contributes heavily to program continuity in Westinghouse 50-kw transmitters is the use of metal-plate rectifiers.

With virtually unlimited life, these surge-proof rectifiers have cut tube replacement to a new low, for only the power amplifier and modulator utilize tube rectifiers. Dependable performance is reinforced by quick tube transfer for emergency tube replacement.

Westinghouse 50,000-watt transmitters offer other advantages for clear channel service:

Example: the equalized audio feedback system strengthens the naturally high fidelity of the audio and modulation circuits. No complicated circuit adjustments are needed.

Example: "De-ion" circuit breakers supply full overload and undervoltage protection, automatically reduce outage time.

Example: a tube life-meter provides a constant check on all tube life.

These basic advantages in faithful reproduction and solid dependability are features of the complete line of Westinghouse transmitters . . . 5, 10 and 50-kw AM, and 1, 3, 10 and 50-kw FM. You can get all the facts from your nearest Westinghouse office. Westinghouse Electric & Manufacturing Company, P. O. Box 868, Pittsburgh 30, Pa.

J-08111

Westinghouse

Electronics at Work

XXV RADIO'S 25TH ANNIVERSARY KDKA

WAKR Sells!

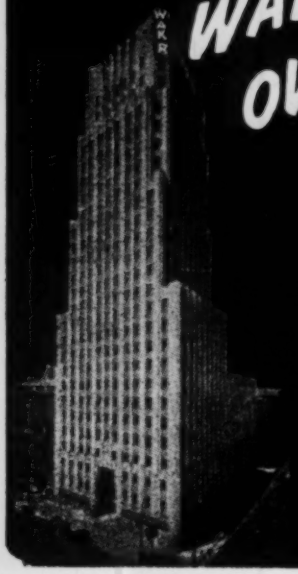
THAT'S WHY

AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER

95%

OF THEIR RADIO ADVERTISING DOLLAR ON WAKR

WAKR TOWERS OVER AKRON



Basic Blue Network

5000 WATTS

DAY AND NIGHT

★

Weed & Co.

National Representatives

OWI PACKET, WEEK MAY 7

Check the list below to find the war message announcements you will broadcast during the week beginning May 7. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Hold Prices Down	--	X	X	X	X	--	--
V-Mail	X	--	--	--	--	--	--
The Job Ahead—Japan	--	X	X	X	X	X	X
Stop Accidents	X	--	X	--	X	--	--
Nursing Service	X	--	--	--	--	--	--
Crop Corps	--	--	--	--	--	--	--

See OWI Schedule of War Message 159 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Baseball Review

ALLES & FISHER Co., makers of J-A and '63 cigars, will present JA Baseball Review for the tenth year for New England sports fans over WNAC WEAN WAAB WMUR WCOU WSAR and WSYB every Sunday 7-7:15 p.m. Opener, April 8th, gave forecast of the 1945 baseball season by John Quinn, Boston Braves general manager and a representative of the Boston Red Sox. They were interviewed by Nelson Churchill. Show for following Sundays will highlight two-part delivery of scores of all American and National league games for the day by Verne Williams and Churchill.

Hon. Howard Lane
Columbia Broadcasting System
New York, N. Y.

Dear Howard:

How much was that bet for? That one you made with the boss about the West Virginia Network's Washington Bureau? Over a year ago it was, seems to me. Maybe you've forgotten. You and Chernoff sat in Louis & Armand's one noon and when he told you about the Washington bureau we were setting up then . . . you bet it wouldn't last more than two months. Remember. I sure hate to rub it in, Howard, but take a look at page 66 in Time's April 2nd issue. Read all about it, boy . . . all about another West Virginia Network idea that really clicked!

Yrs.
Algy

WCHS

Charleston, W. Va.

WHN Sports Sponsors

NINE sponsors have signed for three sports features resumed by WHN New York for presentation before and after broadcasts of the Brooklyn Dodger games under sponsorship of P. Lorillard & Sons, New York, for Old Golds.

"Warm Up Time," a quarter-hour sports highlight by Bert Lee and Ward Wilson, has been taken by the "N. Y. World Telegram" and Inkograph Co. for Inkograph pen, both through L. E. McGivena Inc., and by Piel Bros. through Wm. Esty Co. Latter two sponsors together with County Perfumery through Atherton & Currier, have also signed for "Sports Extra," quarter-hour post-ball games series with Mr. Lee and Mr. Wilson covering highlights of the day's games, and Al Godwin serving as substitute.

Sponsors of the third feature "Today's Baseball," quarter-hour play-by-play recapitulation of the afternoon games presented by Bert Lee 7:15 p.m. include Brooklyn Trust Co., through Brearley Service Corp.; Luxor Baths, through A. Rosenberg; Zippo Mfg. Co., for Zippo lighters, through Lee-Stockman; Consolidated Royal Chemical Corp., Chicago, for Krank's shave cream, through Russel M. Seeds Co. and Colombo Watch Co. Latter has signed on a year-round basis, in addition to six spot announcements weekly, and is considering a local or national spot radio campaign. Agency is Furman, Feiner & Co.

COMPLAINT has been issued by Federal Trade Commission charging Consolidated Royal Chemical Co., Chicago, with misrepresentation in radio advertising of "New Pe-Ru-Na" and "New Pe-Ru-Na Tonic", medicinal preparation which the company claims will prevent, shorten and build resistance to colds. The complaint charges the preparation will do none of these things and declares the advertisements false in that they fail to reveal the preparation contains potassium iodide, potentially dangerous if used by persons having tuberculosis or a thyroid gland disease.

AP

KALE, Portland, Oregon

". . . convinced AP should be an integral part of every leading radio station . . . features spicy and timely . . . dispatches from every corner of the globe are concise, highly readable and always early."

Tom Decker
News Director

available through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N. Y.

LONDON CINCINNATI

JUST COMPLETED!

. . . arrangements for the first transatlantic broadcast of WSAI's popular high-school program, JUNIOR TOWN MEETING OF THE AIR. Two of the teen-aged participants next Sunday night will be British students, speaking from London! As British and American youth speak out on their hopes for Postwar Education, WSAI will mark another milestone in its path of public service. Here's still another proof of the fact that WSAI is geared to Cincinnati interests!

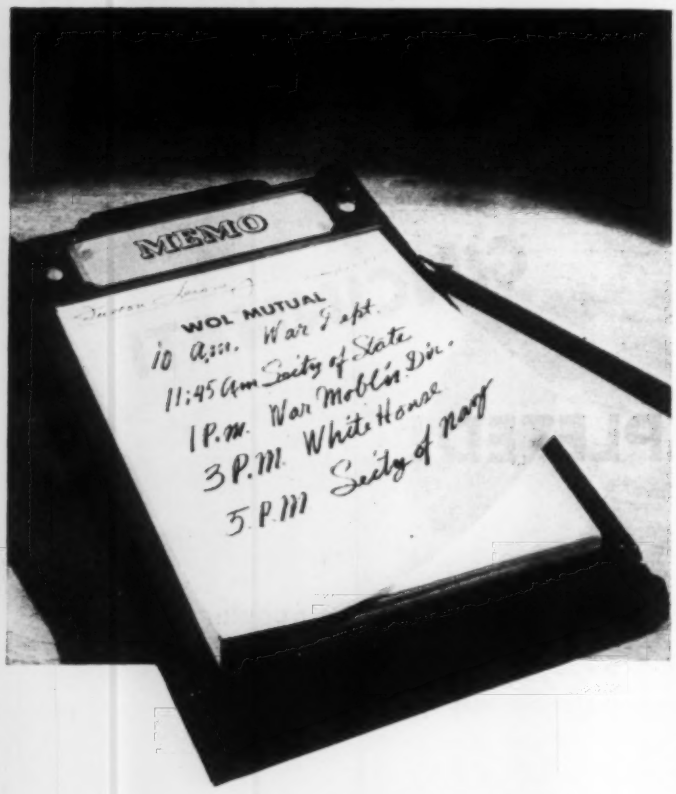
BASIC BLUE NETWORK

WSAI

CINCINNATI 2, OHIO

Represented by Paul H. Raymer Co. Inc.

** Incidentally, Junior Town Meeting occupies one of the 61 department-store-sponsored periods on WSAI's program-schedule. Sponsor Shillito's has contributed its time for the April 22 broadcast to make way for the cooperation of the British Broadcasting Corporation.*



Fulton Lewis, jr.

Makes a Date with

TOMORROW'S HEADLINES

The man who *gets* the news, must be with the men who *make* the news. Fulton Lewis jr. gets the news at its source . . . *personally*, from the capital conference tables where news is made. Lewis' famed "nose for news" is a big reason why he is heard on *more stations* by *more people* with *more sponsors* than any other news reporter! A few choice sponsorships are still available if you act fast!

FOR AVAILABILITIES—
PHONE, WIRE OR WRITE
WILLIAM B. DOLPH
BARR BLDG., WASH. 6, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Temperate P-D Editorial Concludes Campaign Against Middle Commercials

IN A TEMPERATE editorial entitled "In the Interest of Radio", the *St. Louis Post-Dispatch* on April 10 apparently concluded the editorial campaign launched Jan. 18 against middle commercials in news broadcasts and against objectionable advertisers of news broadcasts.

The editorial, delineating the stand of the *Post-Dispatch* in 14 points, was accompanied by a Fitzpatrick cartoon portraying a man seated at a microphone turning from a script entitled "News Against Plug-Uglies" to a script entitled "Higher Standards". Cartoon was entitled "Program to Insure Freedom of the Air".

Magnificent Job

Post-Dispatch stated editorially, "To begin with, we repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper". "Too much praise", the editorial continued, "could not be given to the networks for designing new techniques for world-wide news coverage".

The editorial stated that the *Post-Dispatch* is as jealous of freedom of the air as it is of freedom of the press, adding that to impair one is to jeopardize the other. It contended that radio, like the press, should be supported by advertising, preferring an abhorrence for government ownership and control of radio. It pointed to all alleged administration and Congressional forces which would be interested in the control of broadcasting.

Referring to the operation of its own station, KSD, which eliminated middle news commercials a year ago, this editorial points out that the *St. Louis Post-Dispatch* outlet continues to broadcast NBC news programs which do not conform to the station's own standards.

"We could correct this by ending our connection with NBC and divert its service to some other outlet," it was stated. "Our position, however, is that not only would that be to our financial disadvantage—we admit this frankly—but we believe our listeners would lose more than they would gain by such divorce from the many excellent programs originated by a great network." Protesting that it had no desire to reform the radio industry, *Post-Dispatch* said it could see merit both from the point of view of the advertiser and the network in the elimination of "news cast plug-uglies". "Our position is a simple one. The plug-ugly, we hold, is neither good broadcasting nor good advertising. News is news and the public is entitled to hear it reported with dignity and good taste. . . . If radio did so, it would fortify the great and fundamental principle of freedom of the air."

Stephen M. Birch

STEPHEN M. BIRCH, 50, advertising manager of the Texas Co., New York, since 1938, died Tuesday in New York's Post Graduate Hospital. Mr. Birch, who attended the universities of Illinois and Pennsylvania, became a clerk in the Chicago branch of Erwin, Wasey & Co., New York, in 1919 after serving as an officer in the first World War. He later joined Fairchild Publications Co., Chicago, and subsequently returned to the Wasey firm, handling the former Indian Refining Co. account. He is survived by his wife, Mrs. Doris Wetmore Birch.

Congress Pickup Plan

BROADCASTING of proceedings from the Senate and House floors and from committee meetings would be authorized under a joint resolution (SJ Res-55) reintroduced in Congress last Monday by Sen. Claude Pepper (D-Fla.). The resolution, which was referred to the Committee on Rules, would provide for necessary technical arrangements for the broadcasts and would make transcriptions of the proceedings available at cost.

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for *Better Programs*

100 NUMBERS IN LIBRARY "A"

WIRE FOR AUDITION DISC
Instrumental, Vocal, All Types
Nationally Known Radio Artists

10 NEW NUMBERS EACH MONTH

CAMPUS CHRISTIANS
427 WEST 5th STREET • LOS ANGELES 13, CALIFORNIA

FCC Tightens Up On License Renewals

Program Policies Of Six Stations To Be Probed

See Editorial on page 40

FIRST TANGIBLE evidence of the FCC's "tightening up" policy on station renewals developed last week with the continuance of a half-dozen stations on temporary licenses, pending further inquiry.

By unanimous vote, the Commission approved a new form of letter to stations granted temporary renewals, inquiring into reasons for the discrepancies between representations as to commercial vs. sustaining programs and other representations as to program types. Identities of the six stations called upon for explanations were not divulged.

Simultaneously, the Commission granted 18 stations, of the total of 40 under review, regular renewals without strings. The remaining 16, however, were granted renewals but were sent another type of letter eliciting further information on purported discrepancies. [The full text on the letter is on this page.]

Durr Campaign

The new procedure is the outgrowth of a campaign by Commissioner Clifford J. Durr, who has sought virtually from the beginning of his Commission tenure in 1941, to have stations deemphasize commercial operation. The action, while unanimous, was regarded as a compromise.

While it has been indicated for some time that the Commission would tighten up on its renewal policy, the new procedure promptly was questioned as to its propriety under the law. There is no requirement of the law, for example, it was pointed out, wherein stations must pledge themselves in advance to devote a fixed percentage of their time to commercial or sustaining programs, or to religion, education or other types of service. The broad standard specified in the law is "public interest, convenience and necessity".

Future Plans Asked

On behalf of the FCC, it was stated the Commission has reached no final determination that preponderantly commercial operation does not serve public interest or that commercial programs cannot be of local interest or educational in character. It was pointed out that in some cases stations have represented that there would be a ratio of 70% commercial to 30% sustaining in their applications for renewal, but that an examination of station records revealed the ratio might be 95% commercial as against only 5% sustaining.

Potentially more serious than the clearing up of discrepancy as to past service, is the Commission request that the stations under inquiry supply a statement showing the type of program service intended to be rendered in the future. The Commission asked the six temporary licenses, for example, to break down the percentage of time intended to be devoted to commercial programs vs. sustaining programs and the percentage of network to non-network and of recorded or transcribed to live. The station thus must get itself on record, which might give the FCC a means of controlling programs indirectly, according to some broadcasters.

In preparing to consider the 40 applications which came up last week, it is understood the FCC's legal staff worked days, nights and Sundays for more than a month. With approximately 950 renewals to handle in the standard broadcast field alone, the task of checking renewals against performances would entail a staff substantially larger than the Commission's present Broadcast Division of 17 lawyers.

Moreover, it was thought that the procedure followed is purely experimental. But broadcasters nevertheless felt the policy was one that tended to put all stations "on the spot" and might permit the Commission to use the back door in attempting to control programs when the front door is closed to it legally.

Regarded as of significance was the fact that the Commission did not set the six renewal applications down for hearing but simply asked the respondents to supply it with more detailed information. That was seen as one important aspect of the compromise.

FCC'S NEW RENEWAL POLICY

IN CONSIDERING renewal applications pending before it last week, the FCC granted renewals to 18 of 40 stations on a regular basis. Sixteen stations were granted regular renewals but were sent letters eliciting further information, while six stations were given temporary licenses with final decision reserved until additional data is supplied. The identity of the stations was not divulged. Following are the letters sent by the FCC to the stations, seeking additional data:

Six stations were ordered on temporary license with the Commission reserving final decision on regular renewals pending a reply to a letter of the following type:

This is to request a further statement under Section 308 (b) of the Communications Act in connection with the consideration of the above-described application for renewal of license.

In the original application for construction permit, representations were made that the proposed new station would provide an outlet for local expression, to broadcast news, sports, information of local interest, local church services, reports to farmers, and other matters of local community interest, and that —% of the program content would be of sustaining character, and —% commercial. Examination of the station log and other information which has come to the attention of the Commission indicates that the amount of time employed for commercial purposes is substantially greater than that proposed in the original application approved by the Commission. Information is requested as to the reasons for the apparent discrepancy between these material representations made to the Commission and the present operation of the station.

You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs; and what percentage to live programs.

Any additional information which you consider material to the consideration of the pending application for renewal of license may also be submitted in connection with your response to this request. Specifically the Commission would be interested in obtaining any information concerning future plans designed to fulfill the public responsibilities assumed by broadcasting licensees. The reply should be submitted as an amendment or supplement to the application, and should be submitted in triplicate, subscribed and verified to in the same manner as the application.

In the case of 16 stations, renewals were granted but a letter of the following type was sent:

In connection with the application for renewal of license of Station ——, which was granted on ————, the Commission noted that you are now devoting —% of the time to commercial programs and —% to sustaining. It appears that this program structure is at variance with the representations submitted with your application for construction permit on ————, in which you stated you would carry —% commercial broadcasts and —% sustaining.

The Commission recognizes that program planning must necessarily be flexible, and that your statements as to proposed program structure do not constitute a rigid blue print for future operations. However, the Commission must necessarily rely upon the original representations in the discharge of its function in determining whether the grant will meet the statutory standards of public interest. Accordingly, the Commission would be interested in a statement explaining the service that you are now rendering and the manner in which such service meets the community requirements. It is also suggested that you include in this statement an explanation of the reasons for the departure from the original proposed program structure.

You are also requested to furnish a statement showing what type of program service you intend to render in the future, specifically what percentage of your time you intend to devote to commercial programs and to sustaining programs; what percentage to network and non-network programs; what percentage to recorded or transcribed programs; what percentage to live programs; and any other representations you might desire to submit to assure the Commission that your station is discharging its public responsibilities under its license.

Eighteen stations were granted regular renewals with no further inquiry being granted.

REPLIES TO FCC

Factors to Include in Station Renewal Queries

IN THE LIGHT of the new FCC policy on more rigorous review of station renewal applications, broadcasters have expressed concern as to how to meet the questions being propounded to stations where there are discrepancies on percentage of time commitments for sustaining vs. commercial programs and on other program classifications.

From composite broadcast sources, it is suggested that the replies might set forth such factors as:

The need for maximum flexibility in scheduling of programs, dictated by experience; the necessity for cancellation of commercials when developments require, emphasizing that station contracts provide for such cancellations; events of transcendental importance (such as unconditional surrender of Germany) could well result in total disregard of commercial commitments, network as well as local; the constant effort of stations to operate in the public interest and keep pace with changing trends and requirements in programming, always with an eye to maximum public service and maintenance of an equitable balance between public service and other features, both commercial and sustaining.

Emerson Drug Spots

EMERSON DRUG Co., Baltimore, which started a spot radio campaign for Bromo-Seltzer last November when the account went to McCann-Erickson, New York, is now using evening chain breaks in a limited number of markets and plans possible expansion later to nationwide spot promotion. Emerson recently dropped its NBC program, *The Saint*, but is continuing on CBS with the weekly half-hour show, *Vox Pop*.

KEEW Seeks 910 kc

SPECIAL service authorization for assignment to regional channel 910 kc from local assignment on 1490 kc is sought by KEEW Brownsville, Tex., in an application filed with the FCC last week. Unlimited hours and power of 250 w is requested on 910 kc. A Blue-ABC affiliate, KEEW now operates with 250 w local sunset and 100 w night.

KFJB Transfer Asked

TRANSFER of control of Marshall Electric Co., Marshalltown, Ia., licensee of KFJB, from Earl N. Peak, deceased, to his wife Catherine R. Peak, administratrix of estate. No money is involved.

Roosevelt First Radio President

(*Continued from page 17*)

inaugural was broadcast internationally by a record-breaking hookup.

March 12, 1933 marked the President's first "Fireside Chat". It was on the bank holiday. The second came on May 7, the third on July 24 and the fourth on Oct. 22. Thereafter the President went directly to the people as frequently as the state of the Union appeared to warrant.

Transcribed Address

On June 16, 1936, the President reasserted his faith in radio in a letter to BROADCASTING in which even then he took cognizance of the development of television and radio in the "shortwave field". "There should be no monopoly in the moulding of public opinion, either Government or private," he asserted.

On May 9, 1939, President Roosevelt, in his first transcribed address under Government auspices, described radio as free as the press and stated that the New Deal looks upon radio as the means of overtaking "loudly proclaimed untruths or greatly exaggerated half-truths".

On Sept. 24, 1940, President Roosevelt, by Executive Order, created the Defense Communications Board (later to become the Board of War Communications) to govern all radio policy in national defense and presumably in anticipation of war.

On Dec. 9, 1941, one day following the declaration of war, President Roosevelt called upon all newspapers and radio stations to carry out their grave wartime responsibilities. He said:

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this:

"You have a most grave responsibility to the nation now and for the duration of this war.

"If you feel that our Government is not disclosing enough of the truth, you have every right to say so.

"But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth".

On July 9, 1943, President Roosevelt interceded in the House Select Committee inquiry of the FCC to prevent military services from testifying or supplying data involved with the national security.

On Oct. 4, 1944, President Roosevelt made a personal appeal to AFM President James C. Petrillo to comply with a War Labor Board "back to work" directive in the phonograph and transcription recording strike. When Petrillo refused to comply, the President ordered the Dept. of Justice to make a new legal study to explore possible action. None came, however.

On Oct. 16, 1944, President Roosevelt reaffirmed his belief that radio can be effective in a democracy only "if it is free of all arbitrary restrictions, whether Governmental or private".

On Nov. 16, 1944, the President gave reassurances to broadcasters with appointment of Paul A. Porter, former radio attorney and publicity director of the Democratic National Committee during the fourth term campaign, to the FCC chairmanship, succeeding Mr. Fly.

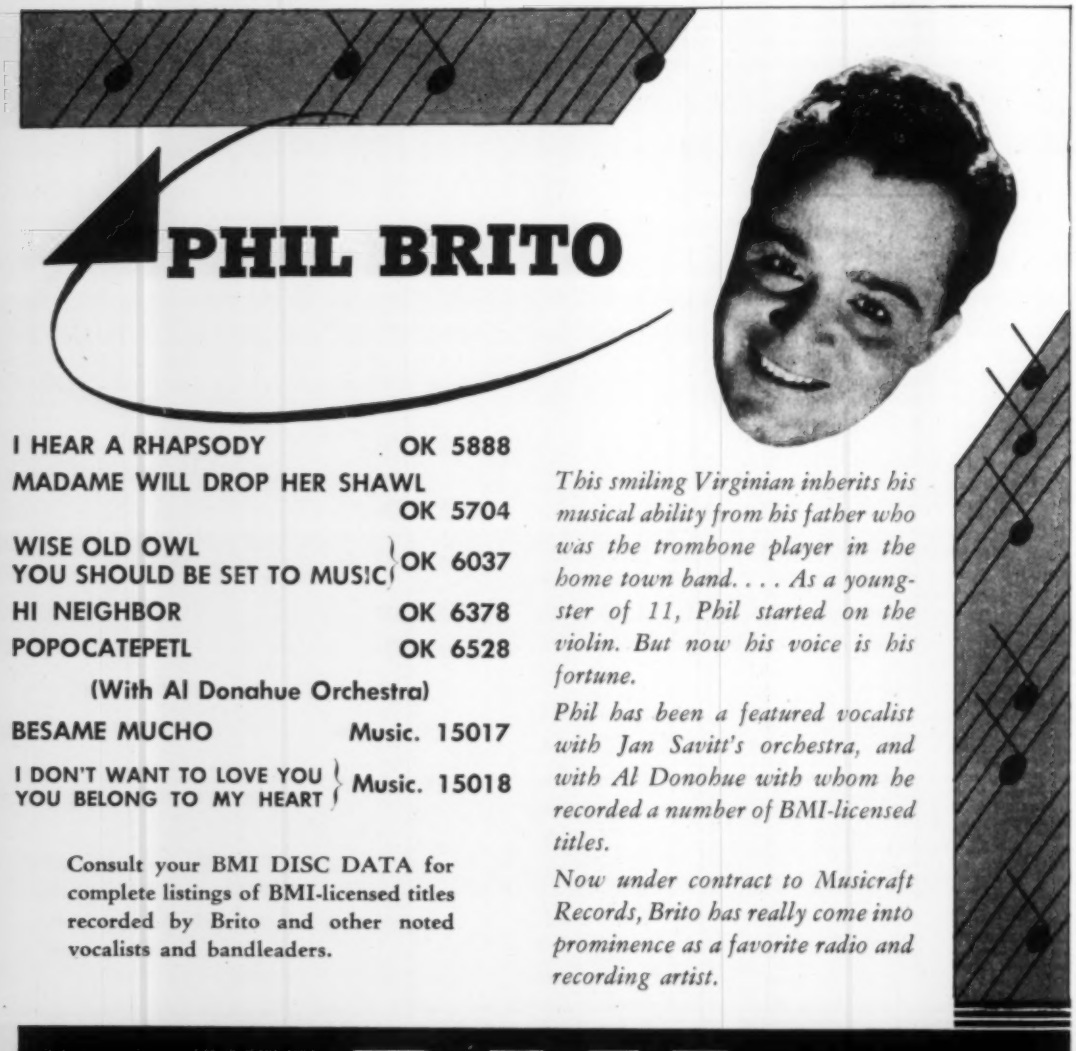
Almost to the last, the President had radio in mind. He had scheduled another Fireside Chat over combined networks on the day following—Friday, April 13.

Parker to Buy Spots

A. I. PARKER, president, Parker Watch Co., New York, and Berne W. Wilkins radio director, Sterling Adv., New York, left last Friday for the West Coast to purchase for Parker's spot radio campaign additional time in areas including Los Angeles, San Francisco, Seattle and Portland, and to investigate possibility of sponsoring a network show from Hollywood.

WLW Buys Nielsen

WLW Cincinnati has contracted for Nielsen Radio Index Service with the A. C. Nielsen Co., Chicago, in the WLW primary coverage area. Details were not divulged but it was understood Nielsen would extend the area presently to include a wider field reached by the station. This is the first contract by the Nielsen Co. with an individual station. It now serves CBS, NBC, advertisers and agencies.



I HEAR A RHAPSODY — OK 5888
MADAME WILL DROP HER SHAWL — OK 5704
WISE OLD OWL / YOU SHOULD BE SET TO MUSIC — OK 6037
HI NEIGHBOR — OK 6378
POPOCATEPETL — OK 6528

(With Al Donahue Orchestra)

BESAME MUCHO — Music. 15017
I DON'T WANT TO LOVE YOU / YOU BELONG TO MY HEART — Music. 15018

Consult your BMI DISC DATA for complete listings of BMI-licensed titles recorded by Brito and other noted vocalists and bandleaders.

This smiling Virginian inherits his musical ability from his father who was the trombone player in the home town band. . . . As a youngster of 11, Phil started on the violin. But now his voice is his fortune.

Phil has been a featured vocalist with Jan Savitt's orchestra, and with Al Donohue with whom he recorded a number of BMI-licensed titles.

Now under contract to Musicraft Records, Brito has really come into prominence as a favorite radio and recording artist.

BMI

NEW YORK CHICAGO HOLLYWOOD

FCC Asks Detailed Information On WINS Sale to Crosley Corp.

TO ELICIT detailed information as to the reason for the proposed acquisition of WINS New York by Crosley Corp. from Hearst Radio Inc. for a price of $1,700,000, plus $400,000 in time, the FCC last Tuesday announced it had set for hearing the proposed voluntary assignment of license.

By unanimous vote, the Commission ordered the hearing, to be set at a future date. The notice of issues released last Thursday sets forth as primary reasons for the hearing these points:

1. To determine the value of the physical assets of WINS.
2. To determine the going-concern value or goodwill of WINS.
3. To obtain full information concerning the various elements that entered into a determination of the purchase price for WINS.
4. To determine whether any consideration is being paid for the frequency.
5. To determine what portion of the consideration is attributable to assignor's outstanding construction permit to operate with 50 kilowatts power.
6. To obtain full information concerning the purpose of assignor, as represented in its application, to accumulate additional capital for future expansion of FM and television.
7. To determine whether the sale of WINS, when viewed in the light of other applications pending and other transfers and assignments of stations to and from the assignor or persons under common control with the assignor, constitutes trafficking in licenses.
8. To determine whether the purchase price proposed to be paid by assignee for WINS will adversely affect its ability to operate in the public interest.
9. To determine whether the contract entered into by the assignor and assignee whereby assignee makes available to assignor time over WINS over a ten-year period in the minimum amount of $400,000 would be consistent with assignee's obligation under the Communications Act to operate its station in the public interest and within the terms of a legal grant by the Commission.
10. To determine whether the contract entered into by the assignor and assignee, whereby assignee agrees that if it undertakes to sell WINS within ten years from the date of the contract to give assignor first opportunity to purchase the station at the best purchase price available elsewhere, is in the public interest.
11. To obtain full information concerning assignee's proposal to broadcast the same programs over WLW in Cincinnati and WINS in New York.
12. To obtain full information concerning the type of program service which assignee proposes to render.
13. To obtain full information concerning other proposals made to assignor for the transfer of WINS.
14. To determine what effect a grant of the application would have upon competition in chain broadcasting and in other broadcast service.

Application for the purchase of the New York outlet was filed with the Commission formally last month [BROADCASTING, March 12]. The transaction covered $1,700,000 cash, plus $400,000 in time, which Hearst would use over WINS under a 10-year "cooperative agreement". In return, Hearst agreed to "actively furnish local news cooperation, goodwill and any services incidental thereto".

N. H. Coverage

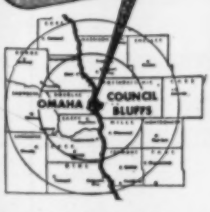
BERT HODGES, general manager of WHEB Portsmouth, N. H., in evidence presented to FCC advocating changes in frequencies said that heavily populated Southeastern New Hampshire under the present allocations "receives no night-time service from any New Hampshire station." The April 9 issue of BROADCASTING interpreted the WHEB testimony as saying this section of New Hampshire receives "no night-time service" omitting the qualifying reference "from any New Hampshire station".

TBA Program Group

RALPH B. AUSTRIAN, executive vice-president of RKO Television Corp. and chairman of the program committee of Television Broadcasters Assn., has appointed the following members to his committee: Dan Halpin, RCA; Martin B. Jones, Buchanan & Co.; Norman Livingston, WOR; G. Emerson Markham, GE; Samuel H. Cuff, Du Mont Television Station WABD; Earl I. Sponable, 20th Century-Fox Film Corp.; George Shupert, television productions; Will Baltin, TBA; John T. Williams, NBC; John Gilligan, Philco Radio & Television Corp., and Prof. Edward C. Cole, Yale U.

SELL *The Rich, Central Missouri Valley*

KBON OMAHA



Concentrated Coverage
Low Rates
Promotion Helps

. . . in a market equal to half the people, two-thirds the buying power of the entire state of Nebraska.

General Manager, **PAUL R. FRY**
National Representatives, SPOT SALES, Inc

MORE SPACE FOR YOUR

AIR EXPRESS SHIPMENTS

FOR FASTEST DELIVERY, ship early in the day — as soon as package is ready. War traffic comes first, of course. But with more planes being put into Airline service, more space is available for other important goods.

WHEN TIME MEANS MONEY, Air Express charges are cheap. A critical shipment weighing 25 lbs., for instance, may be the means of saving days and thousands of dollars. Yet it travels more than 1,000 miles for only $8.75 — at a speed of three miles a minute, with special pick-up and delivery in all U. S. cities and principal towns.

THOUSANDS OF FIRMS everywhere are using Air Express with efficiency and economy. Service is direct by air between hundreds of airport towns and cities, while rapid air-rail schedules serve 23,000 off-airline points in the United States. Direct service to scores of foreign countries.

WRITE TODAY for "Quizzical Quizz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Video V-E Plan

ALL NBC television engineering, production and film editing facilities will be called into play on V-E day when the network will present a specially-planned 24-hour telecast including views from Times Square, map talks by NBC's top news commentators and a newsreel of Hitler's rise and fall. Portable field equipment will be set up on the marquee of New York's Hotel Astor so WBNT, NBC television station, can show reactions of Times Square crowds. Besides a video recapitulation of the war, NBC will install news tickers and flash latest reports.

Promote Peace, Porter Urges

(*Continued from page 20*)

eign nations and the schools, churches and civic organizations of Worcester.

Edward Weeks, editor of the *Atlantic Monthly* and chairman of the Peabody Advisory Board, made the presentations, following the address of FCC Chairman Porter. John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, presided at the dinner. WNYC broadcast Chairman Porter's address.

J. Harold Ryan, president NAB, pointing out that the radio industry produces 65,000 programs each day, stressed the thoroughness of the Peabody Awards plan for selecting winners. He noted that the combined listening and evaluation of more than 2,000 people were taken into consideration in arriving at final decisions.

He pointed out the difficulties in making such selections due to the heterogeneous pattern of broadcasting, stressing that each community offers its own conception of "good listening".

Referring obliquely to some critics of radio, he said that they "attempt to belabor the institution of radio as though it were a single entity, like a large corporation, capable of making and enforcing decisions which would be reflected immediately through every transmitter in the country. Such critics," he said, reflect unfamiliarity with the basic structure of broadcasting.

Noting the *St. Louis Post Dispatch*-KSD attack on middle commercials in news programs, he pointed out that the Program Managers Committee of the NAB had adopted a resolution stressing that any action taken with respect to program operations would be recognized as the responsibility of individual station management.

Lt. Orrin K. Boice

LT. ORRIN KENDALL BOICE, 28, son of Hugh Kendall Boice, vice-president in charge of sales for WQXR New York, and brother of Hugh K. Boice Jr., commercial manager of WMBD Peoria, was killed in action Jan. 9 in the Asiatic area. He had previously been reported missing. A graduate of the Choate School and Princeton, Lt. Boice was associated with Cannon Mills, New York before enlisting in the Navy Reserve in 1940. Besides his father and brother, he is survived by his widow, Mrs. Sheila Crimmins Boice, New York, and a sister, Mrs. E. B. Simpson, Hoosick, N. Y.

SURE!-WE CAN EVEN CHANGE SCHOOL HOURS

Ever hear of a station that could out-rate the Breakfast Club by *two or three to one?* Well, WDAY does it every morning—puts on such a good show from 8:30 to 9:00 A.M. that one rural school about 130 miles from Fargo actually delayed its opening-time to 9:30 so its students could listen to WDAY!

We'll gladly send you the facts for *every* period, as proven by a recent Conlan Study. But meanwhile, just remember that WDAY is the ONLY station that can give you all the Red River Valley—the best market between Minneapolis and Spokane!

WDAY, INC.
N. B. C.
FARGO, N. D.
Affiliated with the Fargo Forum
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Radio Handles Tragic News

(*Continued from page 18*)

gave their impressions of Mr. Roosevelt disclosed that many of the town's residents first learned of his death when they went to the barbecue planned in his honor that afternoon. NBC offered the program to the other networks and it was carried by CBS and Blue as well as NBC.

Niles Trammell, NBC president, announced at 6 p.m. that all commercial programs had been cancelled indefinitely. On Friday NBC stated that this policy would continue through Sunday evening except for "those few programs which can be changed to conform to the present state of mourning of the country." Up to 6 p.m. Friday newscasts and the *Hymns of All Churches* were the only regular programs broadcast. In place of Sunday evening comedy shows a special 2-hour memorial program will be broadcast from Hollywood 7 to 9 p.m.

Mutual

Mutual revamped its Thursday night schedule, retaining only regularly scheduled news commentaries and a portion of Conti Products *Treasure Hour*, 9:30 p.m. when the President's favorite tune "Home on the Range" was played. Plan was to omit all commercials, retaining only sponsor identification, credit being given however in only one instance—Richfield Corp.'s Arthur Hale. Gabriel Heatter, who regularly delivers his own commercials for Zonite, did not mention his sponsor.

Friday policy, as BROADCASTING went to press, was to delete all commercials up until 5 p.m., but give sponsor identification where desired by the advertisers. On all locally sponsored shows, network abandoned commercial format, filing in time normally set aside for local ads. Network generally was to hold to its regular program schedule, adapting certain programs to the occasion, on Friday. Two major cancelations, with no credit, were Carter Products John J. Anthony and Coca-Cola's *Songs of Morton Downey*.

A little over a half-hour after MBS broadcast the news at 6 p.m. Charter Heslep, network's Washington representative, made his first radio broadcast, ad-libbing for a solid 25 minutes on the 6:30-7 p.m. spot. Outstanding broadcasts included Walter Compton interviewing five Senators and Attorney General Biddle; Warren Sturges, the president's former teacher at Groton, interviewed by Cedric Foster from Boston 9:15 p.m., and John Hooley, from Okinawa on servicemen's reactions, 9:22 p.m. On Friday, President Truman's friends in Kansas City were heard at 11:15 a.m. and 1:30 p.m. Mme. Chiang Kai-shek spoke from her room in the Waldorf.

Mutual was attempting to keep a rational balance of good programming, Mr. Kobak said, and while a number of commercial programs for the week-end were cancelled, either because of their proximity to the broadcasts of the funeral ceremonies or because they would be completely out of tune with the general spirit, other programs such as the Helen Hayes show went on as usual. Mutual is

RENO GOES NBC

Beginning May 15th, KOH with its ten primary counties, joins the NBC network . . . bringing top flight programs to the people of Reno who listen to KOH over 90% of the time.

To users of the *Beeline*, this means excellent availabilities, high ratings, big audiences in Reno.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Paul H. RAYMER CO. National Representative

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO. National Representative

WLAC
50,000-WATTS
NASHVILLE

So Round . .
So Firm . . .
So . . . . . .

Well, we stopped you, even if this trim pair of limbs (or legs) doesn't have anything to do with broadcasting — except to drive home our point.

Just as their trimness stopped you to read this message, so does our way of reaching the hearts in a million and a quarter population primary area command attention for our advertisers.

America's Greatest Direct Response Audience is yours at WMMN!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY DURHAM HERALD-SUN PAPERS

Represented by Howard H. Wilson Co.

also devoting time to the San Francisco conference and in other ways trying to point out that the best tribute the nation can pay to its late leader is to carry on his battle for a lasting peace.

Commercials Cancelled

CBS, which broadcast the initial announcement at 5:49 p.m., announced at 9:20 p.m. that all advertisers except news sponsors had been notified of the cancellation of all commercial programs until Friday noon, and that co-op programs from New York would be minus cues for local commercial announcements. At noon Friday it was announced that all regularly scheduled programs were to be cancelled until 6 p.m., and that there would be alterations in the regular schedule that night for special broadcasts.

Bob Trout and John Daly were on heavy duty throughout the night until closing time at 2 a.m., one hour later than usual. Representatives of foreign governments, including the ambassadors from France, Italy, the Netherlands, Czechoslovakia, Poland, Canada, and Russia broadcast tributes from their nations. Rabbi William Fineshriber, father of the CBS assistant director of broadcasts, led a prayer and Archbishop Spellman delivered a message. Outstanding overseas broadcasts included a pickup from a flagship off Okinawa, with Don Pryor giving servicemen's reactions, and from Larry Lesueur and Douglas Edward in London.

Overpowered by emotion, Assistant Secretary of State Archibald MacLeish was unable to continue a broadcast Friday at 9 a.m. on CBS *This Living World*. Mr. MacLeish had revised the text of a prepared talk on "Peace and the Americas" to include a tribute to the President's international contributions, but after three minutes, his voice broke. Engineer in the State Dept. office, noticing the poet's bowed head and shaking body, realized he could not go on and switched to New York for a music fill-in. Mr. MacLeish's voice broke as he came to the words ". . . our great President who is now so tragically dead at the moment of greatest need." Plans were being made to have Mr. MacLeish deliver his talk in full the same afternoon.

Washington Coverage

Washington stations, main artery for network world news, carried the brunt of the nation's coverage of President Roosevelt's untimely death. Advantageously located where the news was first announced and where all important officials, both of this and foreign governments, could be contacted, they originated many of the special programs beamed throughout the country. No broadcasts were made of the hurried swearing in of Harry S. Truman as President and commentators were stopped by White House guards within a minute or two after the start of delivery of the news directly from the Presidential mansion. In common with practically every station in the United States, the Capital's outlets cancelled all commercials.

After carrying the flash which came over the news wires at about 5:55 p.m. WOL Commentator Walter Compton went on at 6:15 with a 15-minute general picture of President Roosevelt's career since his first inauguration in 1933. Mr. Compton was carried intermittently from then on, delivering most of the news for the station, the large part of whose program was fed through to the Mutual network. At 7:15, shortly after Mr. Truman took the Presidential oath, Mr. Compton started delivering a remote report directly from the White House but was stopped a minute later by a guard.

WOL aired speeches by Attorney General Francis Biddle, Senate Majority Leader Barkley (D-Ky.), Minority Leader Sen. White (R-Me.), Sen. Connally (D-Tex.) and Sen. O'Mahoney (D-Wyo.). Mr. Compton presented messages from labor, introducing William Green, president of the AFL, and James Carey, secretary-treasurer of the CIO. Fulton Lewis jr. devoted his regular commentary to the news of the death. Several attempts were made to establish contact with Georgia but no programs could be gotten through from there.

WTOP Coverage

WTOP, CBS key, carried the flash of the President's passing at 5:50. Vern Hansen was doing the *Fact Finder* program when the bulletin was handed him. At 6 the station switched to the network.

At 6:40 Bob Wood called from the White House with details of the President's last moments. Five minutes later Bill Henry was on the air with the story.

WTOP picked up James F. Byrnes from Spartanburg, S. C., at 8:21.

Gen. Marshall issued a statement Thursday evening which was carried on Bill Henry's 8:55 newscast. All commercials were cancelled until noon Friday, after which those on the air were modified.

WMAL, the Blue-ABC Washington outlet, broke the bulletin at 5:49:30, one minute and a half after it came over the news tickers. At 6:15 Earl Godwin and Baukhage did a broadcast, followed through the evening by commen-

this is

WDOD

the STATION IN Chattanooga • CBS •

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

Today's BEST BUYS

A full page of them in the May 7 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

taries by Ray Henle, Albert Leitch, Milton Shoemaker, Martin Agronsky, Raymond Swing, David Wills.

Dr. Howard Winkinson, rector of St. Thomas Episcopal Church in Washington, where the President worshipped, broadcast from WMAL as part of a net program, 7-7:30. From 8:30-9, WMAL put on Sen. Connally; CIO-PAC head, Sidney Hillman; Sen. Barkley, Robert Hannegan, Democratic National Committee Chairman.

Justice William O. Douglas went on the air at 9:33. Friday morning at 10 Sen. Pepper (D.-Fla.) made a broadcast from Washington. At 12:15 Earl Godwin and Jack Purcell were picked up from the House radio gallery giving a roundup report on how "little" people in the Government were accepting the news of the President's death and the new administration.

All commercials were cancelled indefinitely on WMAL.

WRC Coverage

WRC, Washington key outlet of NBC, fed 19 programs to the network on the day of the President's death. Beginning at 5:49 p.m. with the first flash, which was delayed one minute for confirmation, the station again took over the network at 6 p.m.

At 7:09:30 a bulletin was aired on the administering of the oath to Vice-President Truman and at 7:10 Kenneth Banghart broadcast a description of the ceremony from the White House. At 7:12 the station put on the *Chicago Sun's* correspondent, Tom Reynolds. At 7:13:30 Mr. Banghart again went on the network.

On Friday, WRC put on Eugene Meyer, editor and publisher of the *Washington Post*, at 10 a.m. as part of a network roundup of editorial opinion on the death of Mr. Roosevelt and at 11:30 aired a special feature from the Capitol with Sen. Barkley, Rep. Rayburn, Rep. Martin and Rep. McCormack participating.

WWDC, local outlet, aired the first announcement at 5:48:10 p.m., immediately cancelling all commercial programs and entertainment features. Station announced swearing-in of the new President at 7:09:30 p.m. At 6:30 p.m. WWDC presented Ian Ross MacFarlane, WITH Baltimore commentator, with several Congressmen, following with its own commentator, Richard Eaton, who gave sidelights of his personal friendship with the President.

Repeats Interview

The *Washington Post* station, WINX, also a local outlet, broke the news at approximately 5:48:30 p.m. All commercials immediately were cancelled until after the burial of the late President on Sunday at Hyde Park. On Friday afternoon at 3 p.m. Publisher Meyer broadcast from the Dept. of Interior studios with Secretary of the Interior Ickes as guest, along with the *Post* political reporter, Ben Gilbert.

Dorothy Fuldheim, WJW news analyst who interviewed President Truman a fortnight ago, repeated the interview on the Blue-ABC at 12:15 p.m. Friday. Earl Harper, WJW special events director, flew to Columbus to present Gov. Lausche on the Blue-ABC at 11:30 p.m. Thursday. WJW also fed a statement by Mayor Thomas A. Burke of Cleveland to the network.

Chicago stations reacted to the President's death as elsewhere throughout the country. All regular programs and commercials were replaced by frequent news and appropriate music meantime. WGN and WENR signed off an hour earlier in silent tribute. Mayor Edward Kelly aired eulogies on the four major stations. The city's religious and civic leaders were heard.

WBBM Chicago had a special script written by Les Weinrot and Ken Robinson, two of Chicago's top writers, dramatizing the President's life as Assistant Secretary of the Navy and as an advocate of a strong fleet. Phil Wrigley, head of the chewing gum company whose air time was used for the program, personally edited the script but of course, in line with the dropping of even sponsor credit lines, no mention was made of this. The Great Lake Navy choir was piped in for the program.

Canadian stations, in respect to the memory of "neighbor Roosevelt", revised all programs and eliminated virtually all commercials. Many eulogies were broadcast by Canadian officials and commentators. Some stations, such as CFRB Toronto, rebroadcast famous Roosevelt speeches and fireside chats and carried American network programs which paid tribute to the late President.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

YOURS FOR A GREATER SHARE OF AUDIENCE

7 DAY AVERAGE

Time	WWNC	Station 2	Station 3	All Others
6:30 a.m.* to 12 noon	50%	11%	11%	28%
12 noon to 6:00 p.m.	54%	20%	9%	17%
6:00 p.m. to 12 midnight	45%	18%	6%	31%

* From 8:00 a.m. Sunday

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias, Executive Director — Represented by the Katz Agency

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

SOMEONE IS ALWAYS
First

LOUIS PASTEUR
First
to reveal the value of bacteria control
WHBQ
First Memphis station to originate regular network series from Memphis
South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

MISS TRUMAN ON AIR
Has Appeared Frequently as Radio Singer

DAUGHTER of President Truman, Mary Margaret Truman, has long had her eye on radio as a career. Interested both in the talent and production ends of broadcasting, Miss Truman has appeared frequently as a singer on the former Blue - ABC program *Congressional Children* and the *National Children's Frolic* on WMAL, the Blue's Washington key station.

Miss Truman

For many years she was an active participant in the *Frolic*, and her father often appeared on the program with her. The day before her father's nomination to the Vice-Presidency, Miss Truman called long-distance to Bud Ward, m.c. of the *Frolic*, just after the program went off the air.

CONSENT was granted by the FCC last week to the WNAX Broadcasting Co., licensee of WNAX Yankton, S. D., for transfer of control from South Dakota Broadcasting Corp. to Cowles Broadcasting Co. Action permits subsequent dissolution of South Dakota Broadcasting, a Cowles holding company.

UTAH BROADCASTING Co., owner and operator of KUTA Salt Lake City, has changed firm title to Utah Broadcasting & Television Co.

Shortwave Devotes Entire Time to News, Tributes, Commentaries on Roosevelt

INTERNATIONAL radio, including commercial network and Government shortwave broadcasters, cancelled all regularly-scheduled programs Thursday when news of President Roosevelt's death was received in New York.

Special news reports, commentaries, tributes by both foreign and U. S. officials were beamed to Europe and Latin America. NBC International division followed the same policy. NBC, broadcasting to Europe in six languages, broadcast from Washington on Friday, with foreign officials paying tribute to Mr. Roosevelt. They planned coverage of the funeral in broadcasts from Washington and Hyde Park.

Contrasting Enemy Reaction

NBC's monitors reported contrasting reactions from enemy radio, with Radio Tokyo interrupting a prisoner-of-war broadcast to "introduce a few minutes of special music to honor the passing of this great man." Radio Berlin announced the President's death with the comment that "Roosevelt will long be remembered as the man who started World War II and the man who sold out to the Russians." CBS listening post, which first heard the Berlin announcement at 6:57 p.m. EWT, said that the brief bulletin was repeated at regular intervals.

CBS international, also calling off all regular programs indefinitely, went on the air to Europe at noon Friday presenting tributes from foreign government representatives and on its regular Latin-American programs had previously aired eulogies delivered by officials of Central and South American governments.

Office of War Information, shortwaving news overseas in 24 languages round-the-clock, devoted all Thursday night to news, appropriate music and biographical sketches of Mr. Roosevelt and Mr. Truman. Office of the Coordinator of Inter-American Affairs, in Spanish and Portuguese to Latin America, planned a special broadcast for 10 p.m. Friday EWT, with Nelson Rockefeller and Latin American diplomats speaking. CIAA scheduled two broadcasts of the funeral, 4 p.m. Saturday and 10 a.m. Sunday from Washington and Hyde Park. Pan American Day, Saturday, was to be devoted to shortwave programs concerning Mr. Roosevelt. Armed Forces Radio Service from New York and San Francisco kept up news and commentary to U. S. troops all over the world and Friday afternoon presented transcribed tributes to Mr. Roosevelt from foreign diplomats in the U. S.

BBC continued its regular news broadcast schedule, shortwaving Alistaire Cooke, New York, and Anthony Wigan from Washington. CBC, which used almost all NBC programs Thursday night and Friday morning, originated several tribute broadcasts within Canada and planned to transmit special programs to the U. S. through NBC.

Clearances Granted

ASCAP, BMI and SESAC have given copyright clearance on all music used by the Treasury Dept. War Finance Division on the transcribed series being prepared for the Seventh War Loan. All stations, under the grant, may broadcast the discs without restriction of any kind. Approximately 800 stations to date have ordered the different series: *Treasury Salutes*, *Music for Millions* and *I Know the Enemy*. All are available for local sponsorship.

WARTIME CULTIVATION
for PEACETIME SALES

Coverage of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL • RICHMOND • VA.

5000 WATTS
NIGHT AND DAY 910 KC
WRNL
••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

NLRB Seeks Court Order Against Nets

Asks Decree to Force Unit Acceptance of NABET

FOLLOWING its decision and order in the NABET-network-Petrillo dispute, the National Labor Relations Board last week petitioned the U. S. Second Circuit Court of Appeals (New York) for a decree to compel NBC and Blue-ABC nets to bargain with NABET on platter-turners regardless of threats of reprisal by the AFM.

Thus, within three months since NABET decided on taking its case to NLRB by filing an unfair labor practice charge against the nets, rather than calling a strike to force recognition of its jurisdiction over turntables [BROADCASTING, Jan. 8 *et seq*], the Board completed its proceedings in the dispute and exhausted all remedies short of court action. Few cases, it was noted in legal circles, have been given such expeditious handling by the Board.

Board Serves Notice

In filing its petition, the Board also served notice to the various parties of its action. It is expected that a cross petition will probably be filed soon by the AFM opposing the issuance of a decree and that Joseph A. Padway, counsel to James C. Petrillo, will participate in oral arguments when the case is heard.

Under usual court procedure, NLRB will be given 30 days to file its brief but it was indicated the Board will not wait out the time allowed in the interest of speedy determination of the dispute. After the Board has filed its brief the Court usually grants 20 days to the other parties for filing before setting a date for oral arguments.

Should a decree be issued in support of the Board's order in the dispute, the Board will have the responsibility of obtaining compliance with that decree. In the event the respondents fail to carry out the terms of the decree, the Board may petition the Court to hold respondents in contempt and the Court may order remedial action and impose sanctions.

The Board's petition, filed as of April 10 by Malcolm F. Halliday, associate general counsel, pointed out that (1) respondents (NBC and Blue) are Delaware corporations doing business in the state of New York and therefore come within the jurisdiction of the Second Circuit Court (2) the Board had ordered the respondents to cease and desist from refusing to bargain with NABET and to take affirmative actions to recognize the union as the appropriate unit for platter turning and (3) the Board, pursuant to Section 10 (e) of the National Labor Relations Act, certifies and files with the Court the entire record of the proceedings in the dispute.

"Wherefore", the petition concludes, "the Board prays this Honorable Court that it cause notice of the filing of this petition and transcript to be served upon respondents and that this Court take jurisdiction of the proceeding and of the questions determined therein and make and enter upon the pleadings, testimony and evidence . . . a decree enforcing in whole said order of the Board, and requiring respondents, and their respective officers, agents, successors, and assigns, to comply therewith."

Goodyear Campaign

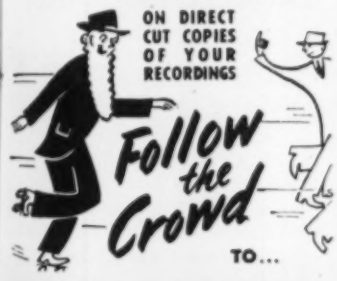
GOODYEAR TIRE & RUBBER Co., Akron, is conducting a spot radio campaign in 65 cities, promoting Neolite soles and rubber heels. Spots average five weekly per station. Goodyear plans to add more stations as soon as time is available. Agency is Compton Advertising, Inc., New York.

Mesters Answer

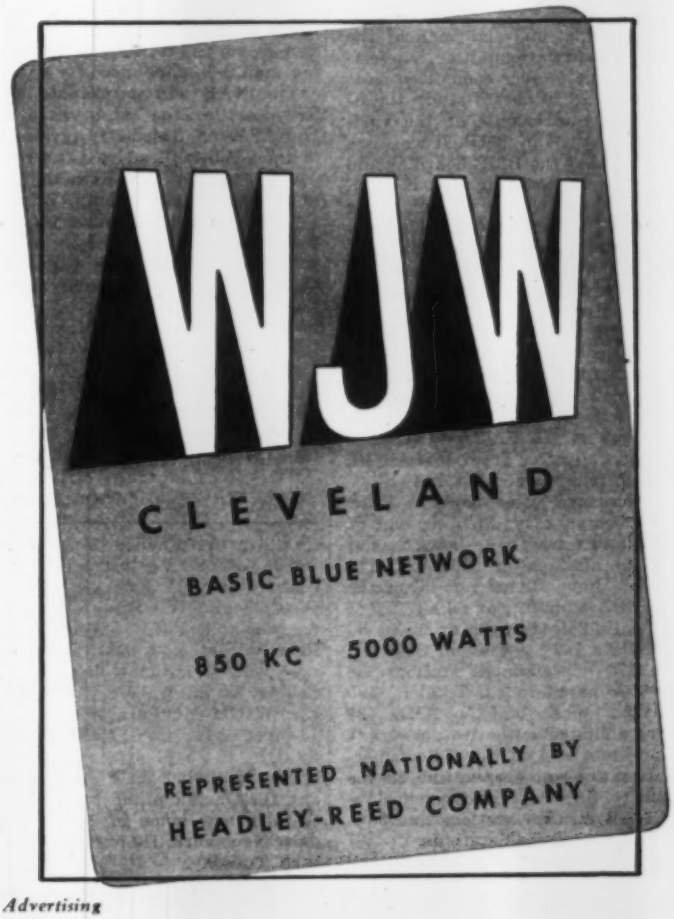
MURRAY and Meyer Mester, owners of the Balbo Oil Co., Brooklyn, will file exceptions early this week to the FCC's proposed denial of their application for acquisition of a majority interest in WOV New York from Arde Bulova and Maj. Harry D. Henshel [BROADCASTING, April 2] for $300,000, according to their attorney, Bernard Noskin. Commission will then set a date for oral argument, following which conclusive findings will be issued.

WNYC, New York's municipal station, last Thursday received a special citation from the Sons of the American Revolution for "patriotic services rendered New York City home front activities". Presentation ceremonies were broadcast.

FOR 24 HOUR SERVICE



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS



Sales Grow

When you use

KPRO

Blue Network Station for the rich "Valley of Paradise"

- Population over 600,000
- Income 54% above average

2

Nationally famous Commentators Now available for Sponsorship

1. Baukhage Talking
11 to 11:15 a.m.
Monday through Friday

2. Raymond Gram Swing
4:15 to 4:30 p.m.
Monday through Friday

For full details Write, phone or wire

KPRO

1000 Watts
The Blue Network
Studios in Riverside and San Bernardino, California

WE TOOK A LOOK AT MOOK (Ky.)!

And one look was enough to indicate that as a market Mook ranks with many another oddly-named Kentucky settlement—approximately zero. In WAVE's book, Mook is a nook that needn't be took—not while we have the ear of the people in the busy Louisville Trading Area! City and near-city people they are—with more *cash* in their pockets than exists in all the rest of Kentucky *combined*. Of course if you *must* have Mook listeners as well, you can buy them by *doubling* your radio appropriation. But it's your money, Mister!

LOUISVILLE'S WAVE

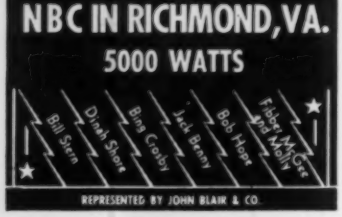
5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND THE SOUTH

Has 453 Wholesale Establishments with Annual Sales in 1944 of $360,000,000

In this Major Market
USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS



REPRESENTED BY JOHN BLAIR & CO.

BMB Field Tests To Answer Critics

Discussed by Executive Committee at New York

BMB will inaugurate in the near future a series of experimental field tests designed to answer questions and criticism of the BMB method that were brought up during the NAB district meetings. Plans for these field studies, which will cover such problems as those of the foreign language station, the non-network station in a major market, geographical peculiarities and others presented by broadcasters at the district meetings, were discussed last Tuesday and Wednesday by the Executive committee of BMB, which met in New York with Hugh Feltis, president of the organization.

Expressing gratification at the record achieved by BMB to date, with approximately 500 stations pledged to support the research project, the committee discussed several possible locations for a New York headquarters, the problem of securing a research director to direct the field studies and the other technical operations of BMB, the appointment of a nine-man technical committee representing the ANA, AAAA and NAB, and other operating problems of the organization.

Financial Needs

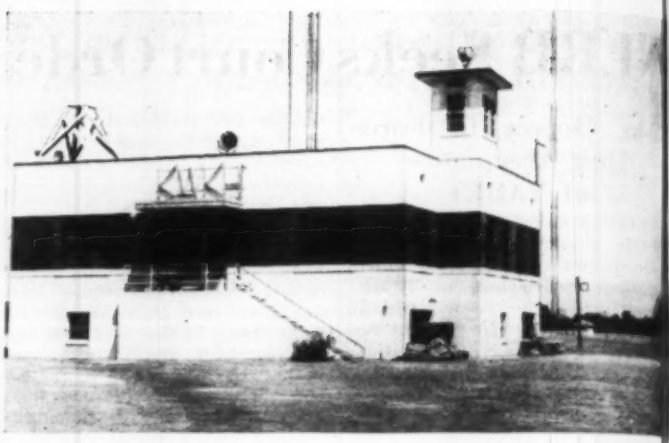
Committee, comprising Frederic Gamble, president, AAAA; Paul West, president, ANA; J. Harold Ryan, president, NAB; Roger Clipp, general manager, WFIL Philadelphia, and chairman of the NAB Research Committee, suggested that the finance committee meet in the near future to study the financial requirements of the various operations of BMB. It was also decided that the BMB board should be called for the first week in May.

Group sent a case of champagne to John E. Fetzer, WKZO Kalamazoo, NAB director from District 8, for conducting the district meeting at which the highest percentage of broadcasters—97%—signed up with BMB. Half-cases were sent to Paul Morency, WTIC Hartford, director from District 1, whose meeting in Boston was the first to produce pledges from more than 90%, and to Hugh A. L. Halff, WOAI San Antonio, director from District 13, first district to achieve 100%.

Breakdown by networks of BMB subscribers as of April 5, end of the district meetings, shows that of the 190 affiliates of Blue-ABC 114 or 60% have signed up; 93 of the 149 CBS affiliates, or 62%; 157 of Mutual's 255 stations, or 62%; 86 of NBC's 142 stations, or 61%. Of the 178 non-affiliated stations, 68 or 38% have signed. Total of 490 stations subscribing to BMB (28 were affiliated with two networks) represents 56% of the 874 commercial stations now operating in the country. Subscribers represent 64% of NAB member stations and 36% of the nonmember stations.

The five McClatchy stations and six others were added to the list of BMB subscribers last week. McClatchy group comprises KERN Bakersfield, KWG Stockton, KFBK Sacramento, KMJ Fresno, KOH Reno. Other new BMB members are WIBC Indianapolis; KDFN Casper, Wyo.; WDWS Champaign, Ill.; WIGM Medford, Wis.; KVOL Lafayette, La.; WCSC Charleston, S. C.

Mr. Feltis left New York Thursday for Omaha to move his family to their new home in East Scarsdale, New York. He expected to return Tuesday.



HALF-MILE from the nearest dry land, this is the KWKH Shreveport transmitter April 6 after the Soda Lake Canal levee, two and one-half miles northwest, broke. Chief Engineer W. E. Anthony and his operators kept the station on the air by piling sandbags six feet high at all entrances. Even then the water was within two feet of topping them. Pumps capable of moving 30,000 gallons per hour helped keep water out of transformers, water circulating equipment and other vital spots. Station's three 481-foot towers can be seen in the background.

Kiwanis to Honor Radio for Service

KIWANIS International will award Certificates of Citation to broadcasting stations for "contribution to the war and service to the community" during the week of May 13 to 19.

Celebrating the 25th anniversary of broadcasting in America the service organization, with 2,260 clubs and 144,000 members will include both the United States and Canada in its awards, President Ben Dean, Grand Rapids advertising man, has announced.

The NAB will participate with Kiwanis in the observance. J. Harold Ryan, Toledo, O., president of the NAB, will address the radio week meeting of the Kiwanis Club of Omaha at noon Friday, May 18. Certificates will be awarded to the four major networks by the Kiwanians of New York City. The Chicago Club is inviting widely known radio executives to attend its meeting Thursday, May 17, at the Sherman Hotel. William S. Hedges, vice-president of NBC, will address the Harrisburg Kiwanis club during the week.

A radio week advisory committee includes Carl J. Burkland, WTOP Washington; Carleton D. Smith, WRC Washington; Roy F. Thompson, WFBG Altoona; Arthur R. Kirkham, KOIN Portland; Victor C. Diehm, WAZL Hazleton, Pa.; Robert T. Mason, WMRN Marion, O.; Raymond A. Gaw, WRAW Reading and Alvin P. Sheehan, WCCO Minneapolis.

Lt. R. H. Postlethwait

LT. RICHARD H. POSTLETHWAIT, 31, known in radio for the past ten years as Dick Post, was killed in action in Germany on March 11, 194[illegible] while serving with the 310th Infantry, 78th Division of the First Army. His first radio affiliation was with WMBD Peoria as an announcer. He joined WCCO Minneapolis soon after and served two years before joining the announcing staff of WBBM Chicago. At the time of his induction in November 1943 he was radio director of the Russell M. Seeds Co.

Lt. Postlethwait

Gates

Broadcasting Equipment

THE NAME TO REMEMBER

for

MAXIMUM EFFICIENCY
MINIMUM MAINTENANCE

GATES RADIO CO.
QUINCY, ILLINOIS, U.S.A.

Canadian, British, Australian, U.S. Nets Ready for Coast Meet

NBC, Blue and Mutual Begin Broadcasts of Pre-Conference Coverage Programs

WITH commentators and newsmen assigned to cover the United Nations Conference scheduled to start arriving in San Francisco the beginning of this week, stations last week were hurriedly completing plans and deciding upon personnel.

Arrangements have been completed to put radio booths in the boxes in the Opera House, next door to the Veterans' Building, giving the networks practically front row for the curtain raiser which is to be at 2 p.m. (PWT) with President Truman probably speaking either from the White House or San Francisco, declaring the Conference officially open. It has been announced that the Conference will go on as planned but the White House had not declared definitely Friday whether President Truman would deliver the opening address.

The four major U. S. networks, and the Canadian, British and Australian Broadcasting companies have almost completed their plans for technical coverage of the conference. Each will have individual news printers, news desks and a telephone switchboard. The U. S. companies will each have two studios within their offices and the others will share one large studio between them. Ten other studios provided in the blueprint plans of the setup in the Veterans' Auditorium in San Francisco have not yet been allotted but may be used by smaller networks of independent stations.

Pre-Conference Coverage

Among network pre-conference coverage, NBC started the first program Saturday of its series, *Our Foreign Policy*, with Sens. Tom Connally (D-Tex.) and Warren R. Austin (R-Vt.) discussing "Chapultepec and San Francisco". Sterling Fisher, director of the NBC University of the Air, announced that the series will continue after the security conference ends with the State Dept., Congress and a public group conducting broadcasts on an alternating basis. The network also added Sam Hayes and John Wald, West Coast commentators, to the large group already assigned to the meeting which begins April 25.

The Blue network is running a *World Peace Forum* series of four weekly programs, presided over by Sumner Welles, former Under Secretary of State. Sen. Joseph Ball (R-Minn.), Dr. Quincy Wright, professor of international law at the U. of Chicago and Dr. Percy Corbet, professor of government and jurisprudence at Yale U., were to be heard on this Monday's session. Johnny Johnstone, Blue-ABC news chief, and George Milne, director of engineering operations, left New York Friday for San Francisco to set up coverage plans.

Mutual had Comdr. Harold E. Stassen, former governor of Minnesota and a delegate to the Conference and Marquis M. Childs, Washington columnist, speaking on the subject "The Challenge of Peace" last Sunday on *Let's Face the Issue*.

Upton Close, expert on Asia and the Pacific area, and Bessie Beatty, women's commentator, will join Mutual's commentary staff at the Conference. The latter will transcribe a two-week series of 15-minute talks to be presented as part of her regular Monday through Friday broadcasts.

Roberto Unanue, assistant director of Latin American relations of CBS, and Rodriguez Fabregat, Spanish-language commentator, will cover the Conference for CBS Latin American network, Cadena de las Americas. Their broadcasts, to be heard nightly 9-9:30 p.m., will be transmitted from San Francisco to New York, picked up and rebroadcast south.

A traffic office has been set up by Press Wireless in San Francisco in addition to space in the conference headquarters. Arrangements have been made for speeding stories by foreign correspondents.

Other plans by stations are:

WKBZ Muskegon, Mich.—Kenneth Tilden of the copy and continuity staff and a vice-commander of the United Nations Legion will serve as a delegate on the advisory committee at the conference.

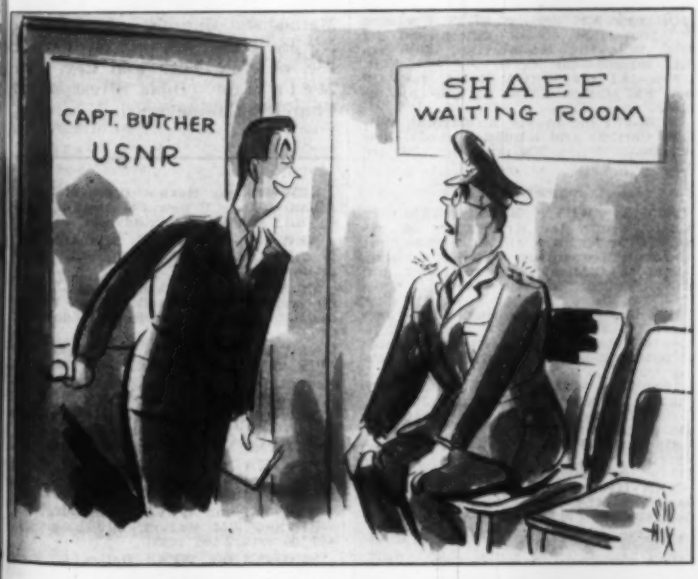
WROX Clarksdale, Miss.—Col. Birney Imes Sr., owner and operator of the station, will cover as a representative of the Mid-South Network and for his newspaper, the Columbus Commercial Dispatch.

KGER Long Beach, Cal.—Plans direct line hookup and dispatches to be handled by C. Merwin Dobyns, owner and general manager.

KSTP St. Paul, Minn.—Plans direct daily broadcasts by Dr. Harold Scott Quigley, professor of political science at the U. of Minnesota, associate editor of Far Eastern Quarterly and former associate editor on the Far East for Current History Magazine. Dr. Quigley studied in Japan on a Guggenheim fellowship and was a delegate at the Shanghai conference of the American Council of the Institute of Pacific Relations.

KPMC Bakersfield Cal.—No direct broadcasts or transcriptions planned but Art Mason, news editor, will forward news from the Conference for use on regular sponsored newscasts.

KOL Seattle, Wash.—To supplement regular network coverage a direct pick-up from San Francisco will be made Monday, Wednesday and Friday to all Mutual stations in Washington. Jerry Morris, program director, will interview well-known commentators covering the Conference and supply local color from a Washington viewpoint. Broadcasts are being sponsored by the Joint Council of Teamsters No. 28 as a public service offering to the state.



Drawn for BROADCASTING by Sid Hix

"The Captain Will See You in a Few Minutes, Col. Paley!"

V-E Day Planning

NBC Stations Planning & Advisory Committee will meet April 17-18 in New York, for a discussion of V-E Day plans and postwar problems. Committee members expected to attend are: G. Richard Shafto, WIS Columbia; Clair McCullough, WGAL Lancaster; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Stanley Hubbard, KSTP St. Paul; Edgar T. Bell, WKY Oklahoma City; Richard O. Lewis, KTAR Phoenix; Arden X. Pangborn, KGW Portland, Ore.

Mueller Assigned

MERRILL MUELLER, NBC correspondent who has been covering the Eastern front, has gone to Manila to replace George Thomas Folster at MacArthur's headquarters. Mr. Folster, veteran of three years in the Pacific, has been sent to San Francisco for a rest, and is expected to be in New York soon. Mr. Mueller was first heard from Manila on Thursday's "World News Roundup".

NOW FULL TIME WITH NEWS EVERY HOUR ON THE HOUR

WHKC
COLUMBUS
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NOW DOUBLE POWER
NEW WAVE LENGTH 610 KC.
CENTRAL OHIO'S
ONLY MUTUAL STATION
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The News Voice of Ohio
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NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
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333 N. Michigan Ave., Chicago, Ill.
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630
ON THE DIAL
• MORE PEOPLE LISTEN
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CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

Snow in September..

down South...
Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

They Like Our Style

We say, with apologies to none, that we sincerely believe WAIR to be one of the best sales-producing stations in the entire south. There is an intensity of popularity in the large area we cover.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

WINN

LOUISVILLE

KOIN

"In the People's Cause"

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

KXOK 630 KC.

ST. LOUIS

BLUE NETWORK

5000 Watts Full Time

Represented by John BLAIR & CO.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

APRIL 7 TO APRIL 13 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

APRIL 9

Following stations granted license renewals for period ending 4-1-46:

KANS	WGBB	WOMT	KBIZ	WTAX
WHIZ	WHAI	KFXM	WSOC	WSNY
WGCM	WBML	KDON	WHBU	WSMJ
WCOU	WPAX	KROY	KPPC	KWLC
WSLS	KFOR	WCOV	KDLR	KOVO
WATN.				

WAIT Chicago—Adopted order dismissing application for license renewal in view of FCC action 12-12-44.

WJTN Jamestown, N. Y.—Granted extension license on temp. basis to 6-1-45, pending determination license renewal application.

WJMC Rice Lake, Wis.—Same.

WPAT Paterson, N. J.—Same.

WLOK Lima, O.—Granted license renewal for period ending 4-1-46.

KELA Centralia, Wash.—Granted license renewal for period ending 11-1-47.

WJDX Jackson, Miss.—Granted license renewal for period ending 11-1-45.

WEDC Chicago—Granted license renewal for period ending 9-1-45.

KHBC Hilo, Hawaii—Granted license renewal for period ending 2-1-46.

KADA Ada, Okla.—Same.

WLOF Orlando, Fla.—Same.

KFUN Las Vagas, N. M.—Same.

APRIL 10

NEW-1340 kc John M. Spottswood, Key West, Fla.—Designated for hearing application for new station 250 w unlimited.

NEW-1490 kc Fred O. Grimwood, Bloomington, Ind.—Designated for hearing application for new station 100 w unlimited.

NEW-1450 kc Copper City Broadcasting Corp., Rome, N. Y.—Adopted order granting petition insofar as it requests that FCC hold status quo of application for new station 250 w unlimited; set aside action of FCC 2-27-45 designating said application for hearing and ordered that application be held in status quo under Sec. 2 (a) of FCC Public Notice 1-25-45.

NEW-1230 kc The Corinth Broadcasting Co., Corinth, Miss.—Adopted order designating for hearing to be consolidated with hearing on application of Birney Imes Jr. set 5-7-45, application for new station 250 w unlimited.

1010 kc WINS New York—Designated for hearing application for vol. assgn. license from Hearst Radio Inc. to The Crosley Corp.

1230 kc WERC Erie, Pa.—Adopted order granting petition for reconsideration and grant of application change to 1230 kc and license to cover CP; granted said application.

DOCKET ACTION

APRIL 11

1590 kc **WALB Albany, Ga.**—Adopted order granting application for license renewal.

ACTIONS ON MOTIONS

APRIL 11

Midstate Radio Corp., Utica, N. Y.—Passed over indefinitely petition to intervene in hearing on application of Copper City Broadcasting Corp. for new station Rome, N. Y.

Utica Broadcasting Co., Utica, N. Y.—Same.

Augusta Broadcasting Co., Charleston, S. C.—Granted motion to amend application for new station to show changes in stockholders in applicant corporation.

KHQ KGA Spokane—Granted joint petition in part for continuance hearing on license renewal applications new set 4-18-45; continued same to 5-18-45.

KOMO KJR Seattle—Granted request for 30-day continuance hearing now set 4-16-45 re license renewal applications.

ACTIONS BY ADM. BOARD

APRIL 9

1490 kc WKBV Richmond, Ind.—Granted license to cover CP increase power to 250 w move trans. and studio.

NEW-1340 kc Alabama Broadcasting Co., Sylacauga, Ala.—Granted license to cover CP new station 250 w unlimited; conditions (WFEB).

Tentative Calendar . . .

APRIL 17

Further Hearing

WCHS Charleston, W. Va.—License renewal.

APRIL 20

WMC Memphis—License renewal.

1230 kc WFVA Fredericksburg, Va.—Granted license to cover CP change to 1230 kc and hours operation to unlimited.

610 kc WHKC Columbus, O.—Granted license to cover CP authorizing change frequency to 610 kc, increase power to 1 kw, change hours operation to unlimited and install DA.

640 kc WHKK Akron—Granted license to cover CP as mod., authorizing change frequency to 640 kc, increase power to 1 kw, change hours operation to unlimited, install DA-DN and move trans. and studio; subject to condition that on notice from FCC licensee shall take appropriate steps immediately, thru modification of antenna or reduction of power, so as to reduce interference to ZNS Bahamas and VONF Newfoundland, to a value not in excess of that caused by WHKC with 500 w using non-directional antenna.

Paducah Broadcasting Co., Paducah, Ky.—Placed in pending file application for new FM station.

Queen City Broadcasting Co., Seattle—Same.

Columbus Broadcasting Co., Columbus, Ga.—Same.

James A. Hardman, North Adams, Mass.—Same.

Wilmington Star-News Co., Wilmington, N. C.—Same.

Liberty Broadcasting Co., Atlanta—Same.

Fisher's Blend Station, Seattle—Same.

Mid-Coastal Broadcasting Co., Washington—Same.

Scripps-Howard Radio Inc., Pittsburgh—Same.

Donald W. Reynolds, Fort Smith, Ark.—Same.

Scripps-Howard Radio Inc., Pittsburgh—Placed in pending file application for a new commercial TV station.

Kansas City Star Co., Kansas City—Same.

Applications . . .

APRIL 9

1230 kc KFJB Marshalltown, Ia.—Transfer control from Earl N. Peak, deceased, to Catherine R. Peak, administratrix of estate.

NEW-Guillermo Cortada, Ramon Cortada and George A. Mayoral, New York—CP new FM station to be operated on frequency to be determined by FCC following reallocation, 8,600 sq. mi. (incomplete).

New-48.1 mc WRGA Rome, Ga.—CP new FM station, 13,300 sq. mi. (incomplete).

NEW-47.1 mc George A. Mayoral, William Cortada and Ramon Cortada, New Orleans—CP new FM station, 13,300 sq. mi. (incomplete).

APRIL 10

1430 kc WBYN Brooklyn—Transfer control from Rae Kronenberg as executrix under last will and testament of Aaron Kronenberg, Rae Kronenberg, Salvatore D'Angelo, Peter Testan and Millie Testan to The Evening News Pub. Co.

New Jersey Broadcasting Corp., Jersey City, N. J.—Mod. CP new developmental station (W2XJC) to change corporate name to Atlantic Broadcasting Co.

1400 kc WJLB Detroit—Mod. CP change corporate name from John L. Booth Broadcasting Inc. to Booth Radio Stations Inc.

910 kc KEEW Brownsville, Tex.—Special service authorization 910 kc 250 w unlimited.

NEW-1490 kc Ewing Broadcasting Co., Jackson, Miss.—License to cover CP new station (WJXN).

APRIL 11

1450 kc WBBL Richmond, Va.—Mod. CP change assignment and move trans. site, for approval trans. equipment, amended to use presently licensed antenna and trans. site.

NEW-47.1 mc Review Publishing Co. Alliance, O.—CP new FM station, 2,646 sq. mi., $23,550 estimated cost.

NEW-46.1 mc WSIX Nashville—CP new FM station, 16,000 sq. mi., $91,000 estimated cost.

570 kc WNAX Yankton, S. D.—Transfer control from South Dakota Broadcasting Corp. to Cowles Broadcasting Co.

NEW-46.3 mc WJRD Tuscaloosa, Ala.—CP new FM station, 3,560 sq. mi.

APRIL 13

NEW-Channel 1 Twentieth Century Film Corp., New York—CP new experimental TV station, A3, A5 emission.

NEW-47.1 mc WSLS Roanoke, Va.—CP new FM station, 34,350 sq. mi., $56,000 estimated cost.

NEW-48.7 mc WLVA Lynchburg, Va.—CP new FM station, 29,530 sq. mi., $45,500 estimated cost.

NEW-99.8 mc WFAA Dallas—CP new developmental station, 1 kw, special emission for FM.

590 kc KHQ Spokane—Transfer control from Louis Wasmer to KHQ Inc.

WPEN FILING PLEA TO DROP CHARGES

FOLLOWING announcement April 7 by U. S. District Judge William H. Kirkpatrick that he would favorably entertain a motion to dismiss injunction proceedings against WPEN Philadelphia by eight religious groups, the station last week planned to formally file such a motion.

The groups, which had earlier tried action through the FCC [BROADCASTING, April 9] filed a bill in equity claiming WPEN's cancellation of their programs violates their contract rights and that the station is a common carrier and cannot refuse to sell time or give away free time as long as there is a buyer. Temporary relief requested was refused by Judge Fitzpatrick. Denial of other requests by the church organizations for a restraining order and permanent injunction from keeping them off the station await the formality of a decision on the motion to dismiss.

The Fundamentalist group, which had been using more than 20% of the station's time, protested after cancellation of all commercial religion on the station under its new ownership and management. The *Philadelphia Bulletin* took over the station from Arde Bulova last December and the religious commercials were canceled as of April 2.

It is understood the plaintiffs will amend their complaint, dropping the contention that their contracts were violated and standing on the common carrier issue. They will probably carry the case to the Court of Appeals.

The eight plaintiffs, some of whom use radio nationally, are the Young Peoples Church of the Air Inc., Highway Mission Tabernacle, E. Schuyler English (*The Pilgrim Hour*), Rev. Theodore Elsner (Non-Sectarian Tabernacle), Wiley Mission Inc., Wesleyan Methodist Church of Camden, N. J., Word of Life Fellowship Inc. of New York and Rev. Earl McIntire (Bible Presbyterian Church), Collingswood, N. J.

Secret Radio Devices Shown For First Time by the Army

By MARY ZURHORST

TENT FLAPS that have covered restricted radar, radio detonators, radio field artillery spotters and other secret Signal Corps apparatus were literally flung back last week when the Army Service Forces staged a display of equipment never before seen by other than the Army or the manufacturer.

Originally designed to acquaint the general staff and theatre commanders with recent developments of the Signal Corps, Ordnance, Transportation Corps and all ASF branches, the gates of Ft. Meyer were opened to the press by last minute orders of Gen. Brehon Somervell, ASF Commander.

How They Operate

Such hitherto secret sets as the radar - controlled anti - aircraft searchlight were revealed and explained. The AN/TPL-1 as the Army terms it, synchronizes the beam of a field searchlight with direction-finding equipment. Seated at a tent-covered control board approximately eight feet long, three Signal Corps men have in front of them four circular scopes — like lenses—showing the location and range of approaching aircraft. Of the two larger scopes, one indicates the location of the craft by means of a variable line across the radius of the scope. The other gives the range as it is indicated by "pips" or interference across a line disecting the scope.

Two "pips" converging on the smaller scopes give the antenna range finding information. As the antenna is raised, controlled by handwheels on the control board governing both the azimuth and elevation of the antenna, the searchlight goes on, and the aircraft is automatically intercepted by the beam. The antenna is a highly mobile concave unit, mounted atop the control board.

Also displayed was a light-weight early warning radar set. The controls are in a small, portable case with two scopes operating much the same way as those of the radar searchlight set. The direction-finding antenna is also concave and of wire construction. The two scopes give position of a plane in relation to the set. The set can locate a medium bomber within a 100-mile range.

A radio set maintenance box was shown which carries in compact form all tools needed for servicing and replacing radio parts. The individual parts of sets are wrapped in thermoplastic, a moisture proof covering used especially in the tropics.

A display that astonished the press was the radio detonator system which sets off land mines by means of selected radio frequencies. A soldier lays a mine, assigns to it a special frequency. By means of a telephone dial attached to the radio set, the operator can dial the three digit number of the mine and set it off, with 21,000 code denominations and pulses that may be used. The set operates over a range of 8 miles on land, 20 on water.

Principles of the radio relay set are already being experimented with by telephone companies for future communications use. The facilities are used by the Army either to supplement or replace wire circuits. Using five frames of equipment, two gas-driven power generators, and a 50-foot tower, resembling in appearance radar antenna though not related in operation, a signal can be sent 25 to 50 miles at sea level over VHF circuits.

The signal may be relayed to numerous other towers, its range limited only by terrain. Signals have been sent up to 1,800 miles. Towers must be in line of sight with one another, as the signal will not bend. Eight voice frequencies or eight facsimile pictures can be transmitted simultaneously. Using a carrier wave on a separate frequency, the equipment can operate 12 teletypewriter circuits on one channel, and 96 simultaneously.

As the beam has a width of only 3½ degrees, its security is equal to wire circuits. Its lack of bulk is shown in the fact that for 21 freight cars needed to transport comparable wire equipment, the radio apparatus requires but 1½ cars.

The radio field artillery spotter is a 40-lb. set that can be carried either on a man's back or by pack animal in difficult terrain. With a range of five miles overland, the set—the SCR-619—includes both compact transmitter and receiver, and is used by front line men and scouts in spotting enemy field artillery. The information is relayed back to the base of operations through a lip mike and small chest attachment which includes a lever to press when transmitting, release when receiving. Earphones are also attached. As the set is completely submersible, it is designed especially for amphibious operations.

As part of the heavier equipment, the Signal Corps displayed a radar anti-aircraft apparatus which automatically computes the gun range even with no one at the controls. A massive piece of field equipment, the set can be turned in all directions, the large, ear-like radar antenna moving with the rest. An operator's seat projects on either side. Gun range can be determined accurately from the readings of the radar scopes.

The Signal Corps equipment, along with that of the other ASF groups was shown to senior Congressmen, radio commentators and certain members of the press for a limited three days.

Philips Terminates Licenses for RCA

All licenses for the manufacture of radio communications equipment issued by RCA under United States patents of N. V. Philips' Gloeilampenfabrieken (Philips Incandescent Lamp Works Co.) of Eindhoven, Holland, will be terminated on July 1, the Hartford National Bank & Trust Co., trustee, announced last week.

Stating that "practically all major radio communications equipment today incorporates principles covered by Philips patents," the announcement pointed out that for the last 20 years American industry has used these patents through license agreements with RCA, General Electric Co. and Westinghouse Electric & Mfg. Co.

"Licenses under these patents were also included in the license granted by RCA to the Government for war purposes," the announcement said, adding that the trustee is taking steps to "make the patent rights available to the Government and industry under appropriate terms after the present licenses expire." RCA, GE and Westinghouse will continue to hold nonexclusive licenses after July 1.

Asked how licenses will be issued after that date, a spokesman for the trustee told BROADCASTING that the method has not been fully determined as yet and is now under discussion between the trustee and the Government. He explained that the change in licensing arrangements is in line with the change in the set-up of the three American companies, who acted in combination 20 years ago but who no longer do so.

In 1925, he said, RCA represented all three companies abroad, which is no longer true since the reorganization of the company under a Federal consent decree some ten years ago. Stressing the fact that the decree in no way prevented the continuation of the licensing agreements, he said that the change in relationships of the three American organizations resulted in a decision two years ago to terminate the present agreement, which otherwise would have been extended automatically.

Philips Incandescent Lamp Works Co. was organized in 1931 and before the war it was one of the world's leading manufacturers of radio, lighting, X-ray and other electrical and electronic products, employing more than 45,000 persons. When Eindhoven, which the Germans captured in 1940, was liberated last year the scientific staff and laboratories were found "virtually intact," the announcement said.

Groves Campaign

GROVES Chill Tonic, St. Louis, will start a radio campaign on June 18 to run for 13 weeks. Stations and markets to be used have not been revealed.

Watch!

Homer Griffith Company

Radio Station Representatives

The West's Largest Fastest Growing Organization

"We know the West We sell the West"

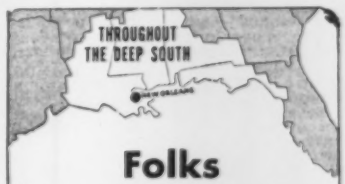
Homer Griffith Company

Hollywood San Francisco Seattle

WITH

REX DAVIS

4 TIMES DAILY



Folks Turn First to—

WWL

NEW ORLEANS

50,000 Watts Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

First class engineer wanted for progressive 250-watt Blue-Mutual station in northeast Texas. Send qualifications and salary requirements to Box 466, BROADCASTING.

Wanted—Operator, first class license. Immediately. Send complete story first letter. Permanent. Box 472, BROADCASTING.

Wanted—Announcer. Give complete details first letter. Immediate opening. Box 473, BROADCASTING.

Have permanent position open for first or second class license. Time and half over forty hours. Apartment available at transmitter if desired. If interested write or wire. Box 474, BROADCASTING.

Commercial man or woman to sell advertising for one of Florida's oldest regional stations in an excellent market. This is a real opportunity for a salesman or saleswoman who would like to live in Florida and build a real future for themselves in radio advertising. This opening is for permanent man or woman, no floaters need apply. Write giving full particulars about age, draft status and income requirements. Box 498, BROADCASTING.

Operator—An experienced radio operator with first class ticket wanted by Florida regional 5 kilowatt station. This is a permanent position for a well qualified man. Working conditions excellent in a good town to live in. Write giving experience, age, draft status and salary requirements. Box 499, BROADCASTING.

Announcer, top rate, for news, records, and M.C. ad lib shows. Not a duration job but one that offers quick advancement to executive status if you can deliver. Top starting salary. 5 kw network affiliate. Proven record of performance and stability required. Reply in confidence, giving full information about yourself, including salary desired and small photo. Box 514, BROADCASTING.

Wanted—A 1,000-watt NBC affiliate in Wisconsin is in need of an experienced news editor. Air experience desirable but not necessary. Preference given to returned veteran. Give complete information, including salary expected. Box 521, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a good versatile announcer who can handle ad lib record and talent shows, news and commercials. Small, cooperative staff, excellent working conditions. No prima donnas, please. $65.00 per 48-hour week to right man. Tell us all about yourself. Box 524, BROADCASTING.

Control operator. Experienced or inexperienced. Write for full details. Permanent position. Box 527, BROADCASTING.

Recent college graduate. Excellent opportunity business side radio. Box 529, BROADCASTING.

5000-watt midwest Blue Network station in metropolitan area with finest Hoopers you've seen wants news specialist who can rewrite, do some contact work of news sources, several morning newscasts, and occasional special events show. Attractive offer for right man. Write all details in first letter to Box 531, BROADCASTING.

Announcer—Good all-round staff man. Experience in sports and news preferred. Permanent position open on one of Florida's oldest regional broadcasting stations. Advise age, experience, draft status and income requirements in first letter. Box 532, BROADCASTING.

Wanted—Good man, holder of first class phone license as chief engineer for 250-watt midwest locality. Excellent opportunity for a neat worker. No theory executives, please. Just plain, honest guy who wants to get ahead. Write Box 533, BROADCASTING.

WGCM Gulfport, Mississippi, Blue Network affiliate has permanent position open for announcer.

Help Wanted (Cont'd)

Chief engineer wanted on KGFW Kearney, Nebr. Permanent man showing initiative and responsibility has privilege of securing interest in business if desired. Write complete particulars, immediately.

Wanted—Continuity writer. Not for spots alone, but a writer capable of handling continuity department and converting ideas into finished program. KGNC, Amarillo, Texas.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.

Ideal job available for topnotch announcer. Top pay. Ideal working conditions. Please submit audition record to WNEX, Bibb Building, Macon, Georgia.

Announcer — Experienced for general studio routing. Permanent. State full particulars in first letter. WAKR, Akron 8, Ohio.

Wanted—Transmitter engineer with radio-telephone first class license. Address replies to Chief Engineer, WIBX, Inc., Utica, N. Y.

Wanted—Chief engineer. Present chief voluntarily leaving post with attendant deferment to enter armed services. Location N. W. Montana, union contract, four-room house utilities furnished. Job is set up for man with ability and ambition. Chance for future in postwar industrial region. Any old-time operator friends of mine who are interested, please contact immediately. Inquiries to: Coburn, Chief Engineer, KGEZ, Kalispell, Montana.

Wanted—Dependable announcer for prominent 250 Blue outlet, experienced in handling morning shift, involving both news and commercials. Chance for advancement dependent on announcers own initiative. Apply, giving details first letter, WBIR, Knoxville, Tenn.

Chief engineer for 1000-watt station. Our chief engineer who has done an excellent job is leaving to fill a better position. We offer good pay, pleasant hours and are interested in a family man. Wire or call Sam Leavitt, General Manager, KPAC, Port Arthur, Texas.

Opportunity knocks for the competent all-round announcer with ability for newscasting and the knack of ad-lib. A new station in the south, major network affiliation, offers to such a man every opportunity for advancement. Send complete details, draft status, experience, salary expected, transcription, and photograph with first letter to WJXN, Jackson, Mississippi.

Whatever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need one. We offer steady employment, compatible surroundings and good salary. Are there any? KTFI, Twin Falls, Idaho.

Studio and transmitter broadcast technician. Good postwar prospects. State full qualifications. Address Chief Engineer, WOR, 1440 Broadway, New York 18, N. Y.

Announcer—Have opening for experienced announcer with knowledge of control board operation. Permanent position with good future. Excellent working conditions in 5 kw CBS Network affiliate. Give experience, age, draft status, salary requirements in first letter. Box 538, BROADCASTING.

Somewhere there is a girl with radio experience who would like a job in continuity and traffic in a small progressive midwest station. Shorthand advisable. If you qualify, write complete details as to age, experience, etc. Box 437, BROADCASTING.

Wanted—Radio engineer and technical supervisor for one of the nation's outstanding 50,000 watt stations. Must be college graduate, know radio theory as well as practical application. Must have considerable experience and qualifications for experimental and development work in AM-FM and television. Excellent job with good future for competent man. Box 536, BROADCASTING.

Help Wanted (Cont'd)

Radio Station KHMO is enlarging its announcing staff and is in need of an additional announcer at once. You will need to operate your own turntables and must be experienced. Send audition transcription and write complete details as to age, experience, draft classifications, and how soon available, to Radio Station KHMO, Hannibal, Missouri.

TRANSMITTER ENGINEER FOR 5 KW MIDWEST BLUE NETWORK STATION. MUST HOLD A RADIO TELEPHONE FIRST CLASS LICENSE. PLEASE SUBMIT AN OUTLINE OF EXPERIENCE AND EDUCATION. BOX 539, BROADCASTING.

Announcer—$40.00 for 40 hours, day time schedule on network station. Midwest city over 100,000 west of the Mississippi. Replies confidential. Box 540, BROADCASTING.

Urgent—Additional 1st class engineer needed at once. Call collect WSAM, Saginaw, Michigan.

Situations Wanted

Top newsman wants connection after May 15. Prefer northern midwest or northwest. Draft proof. Best references. Box 523, BROADCASTING.

Sports announcer—contemplating return to civilian life is a Marine Corps officer with an established favorable reputation in the sports world. 10 years' experience makes this man capable of handling all types of sports work. If you are a station or agency requiring the full-time services of a person in this capacity, write Box 525, BROADCASTING.

Have you read the New Yorker profile on me? You will! To become part of the story, have me on your staff when it breaks. Announcer, copywriter, idea man, program producer, musical critic and commentator, record librarian, newscaster . . . What Lethe? What Asphodel? Detailed evidence. Box 526, BROADCASTING.

Transmitter engineer. Available 30 days. First phone, second telegraph, class "A" ham, tickets. 14 years' experience in radio. Veteran of present international disagreement, married, prefer the good old south. Minimum for loafing at transmitter, $55.00 per week. Box 530, BROADCASTING.

Announcer - newscaster. Experienced. Married. Draft deferred. Referral o.k. Excellent recommendation. Seeking position southern California area. Available April 25. Address replies Bob Furginson, 151 No. Swall Drive, Beverly Hills, California.

Experienced staff to take complete charge of new or slightly used station preferably on west coast! 2 announcers, news-sports, production, program, publicity, engineers and secretarial. A smart staff for smooth operation. Write Box 535, BROADCASTING.

Position wanted preferably in south or east by experienced woman operator-announcer. Second class license. Can type. Box 534, BROADCASTING.

Wanted to Buy

Wanted—Everything for 100-watt station. Cash, trade, lease. Box 438, BROADCASTING.

Regional station or network. Box 528, BROADCASTING.

For Sale

250 watt RCA transmitter, $2,750. Commission approved. Wire or phone Courier 4-4722, Box 1928, Birmingham, Alabama.

For sale—Six brand new tubes in original cartons number F 128 A 1000 watt. Special price of $100.00 each. Box 541, BROADCASTING.

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STATION OFFICIALS ATTEND LAUNCHINGS

REPRESENTATIVES of 35 radio stations of the Sixth Naval District were guests of Rear Adm. Jules James, USN, commandant of the district and the Charleston Navy Yard, at the launching of two Charleston-built landing ships. Welcoming the radio officials, Adm. James said, "The Nation's radio stations have made an invaluable contribution to the war effort."

Station men present were:

Florida: John T. Hopkins, III, WJAX; Francis King, WMBR; and Thomas Chapeau, WJHP all Jacksonville.

Georgia: Melvin Gorman, WGAU Athens; James Davenport, WATL Atlanta; John Fulton, WGST Atlanta; John Outler, WSB Atlanta; John Fuqua, WGAC Augusta; William Ringson, WRDW Augusta; Kenneth White, WMOG Brunswick; Weldon Herrin, WRBL Columbus; Allen Woodall, WDAK Columbus; Charles Pittman, WBML Macon; George Rankin, WMAZ Macon; Harbert Daniel, WSAV Savannah; William T. Knight Jr., WTOC Savannah.

North Carolina: James Hagan, WWNC Asheville; Wilton Lane, WBBB Burlington; Charles Crutchfield, WBT Charlotte; Walter Goan, WAYS Charlotte; Frank Jarman, WDNC, Durham; James Marlowe, WGBG Greensboro; William Bennett, WHKY Hickory; Alfred Fletcher, WRAL Raleigh; Richard Mason, WPTF Raleigh; Richard Dunlea, WMFD Wilmington; Harold Essex, WSJS Winston-Salem; George Walker, WAIR Winston-Salem.

South Carolina: Robert Bradham, WTMA and John Rivers, WCSC Charleston; William Bochman, WCOS, and Richard Shafto, WIS Columbia; Ennis Bray, WMRC and Beverly Whitmire, WFBC Greenville; John Kirkpatrick, WSPA Spartanburg.

SCHOOL BROADCAST conference will be held in Chicago in October, George Jennings, director, announced after a meeting of the board April 7. Conference will be limited to 50 persons.

PRODUCTION-CONTINUITY MANAGER

A real opportunity for an experienced, capable and conscientious man. Metropolitan market. 5 kw basic network station, North Central region. Permanent position with post war security and advancement. Must be top flight announcer and copy writer, able to supervise work of others. Some air work and writing required. In reply give age, experience in detail. Draft and family status, starting salary expected. Attach snapshot and give home phone number. All replies confidential.

BOX 511, BROADCASTING

APPLICATION FILED FOR KFPY TRANSFER

APPLICATION for transfer of control of KFPY Spokane, Wash., to E. B. Craney, Montana and Oregon broadcaster; Queen City Broadcasting Co., licensee of KIRO Seattle, and John L. Wheeler, Los Angeles attorney and son of the Montana Senator, has been formally filed with the FCC. Transaction involves sale for $348,496.67 of 99.8% interest in the CBS outlet [CLOSED CIRCUIT, April 9, Mar. 19, Feb. 19].

Frances R. Symons would sell her 166-1/6 shares to Mr. Craney while the trustees, including Mrs. Symons, of the estate of the late Thomas W. Symons, transfer a like interest to Mr. Wheeler, and Arthur L. Bright, former vice-president and general manager of KFPY, sells his 166-2/3 shares to Queen City Broadcasting.

Mrs. Symons wishes to retire from active management of the station and the trustees desire to reinvest in other types of holdings, according to application.

WEVD Wins Tax Suit

BECAUSE WEVD New York City is operated by the Debs Memorial Fund Inc., a non-profit organization, it is entitled to exemption from federal excess profit taxes, according to a decision handed down by the United States Circuit Court of Appeals last week. Judge Harrie B. Chase dissented from the opinion of Judges Thomas W. Swan and Jerome N. Frank which reversed a previous ruling by the United States Tax Court. The tax authorities had held that because a substantial part of the WEVD time was devoted to commercial broadcasts for which fees were charged it was not entitled to exemption. The Appellate Court found that partial commercialization should not deprive the station of the tax benefit since the commercial broadcasting raised funds to support its educational and cultural programs.

Application Given FCC For Transfer of WBYN

FORMAL application was filed with the FCC last week for transfer of control of WBYN Brooklyn to the Evening News Pub. Co., publisher of the *Newark Evening News*, through sale of 71.25 shares (71.25%) common and 429 shares (52.64%) preferred outstanding stock for a consideration of $204,546.76 by the estate of the late Aaron Kronenberg, Rae Kronenberg, Salvatore D'Angelo, Peter Testan and Millie Testan [BROADCASTING, Feb. 12].

All parties would sell their entire stock holdings, divided as follows: Estate of the late rabbi, administrated by his wife, Rae Kronenberg, 1 sh common (1%); Rae Kronenberg, 24 sh common, 236 sh preferred (30%); Salvatore D'Angelo, 25 sh common, 158 sh preferred (19%); Peter Testan, 14 sh common, 35 sh preferred (4%); Millie Testan, 7 sh common. Bulk of remaining interest is held by Samuel J. and Ruth Gellard, 25 sh common, 178 sh preferred (22%).

WBYN operates on 1430 kc with 1,000 w to local sunset and 500 w night and is licensed to WBYN-Brooklyn Inc.

Gulfspray Spots

GULF OIL CORP., Pittsburgh, May 21 starts its seasonal spot campaign for Gulfspray Insecticide on a list of 59 stations, using a quarter-hour record music program built by Mildred Fenton Productions, New York, and featuring Jack Smith, tenor, and orchestra. Program will run twice weekly for 16 weeks. Agency is Young & Rubicam, New York.

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BUY
WAR BONDS

At Deadline...

NAB BOARD SILENT

KEEPING its own counsel, the NAB presidential nominating committee met in New York last Wednesday and Thursday to canvass prospects for the NAB presidency, which office becomes vacant July 1 when J. Harold Ryan returns to the Fort Industry Co. The committee will meet again at the call of Chairman G. Richard Shafto, WIS Columbia, S. C., prior to the next meeting of the NAB board in Omaha in mid-May. No inkling was given as to the names considered—totalling not more than three or four. Committee members at the session, in addition to Chairman Shafto and Mr. Ryan, were James D. Shouse, WLW Cincinnati; Don S. Elias, WWNC Asheville; Paul W. Morency, WTIC Hartford, and John J. Gillin Jr., WOW Omaha.

FLOOD CUTS POWER

ITS ANTENNAS temporarily out of commission because of rising flood waters, KWKH, Shreveport 50,000-watter, with virtually blanket authority from the FCC, last week was authorized to operate with 25,000 w day and 1,000 w night until such time as its full 50-kw output can be restored. At the FCC it was stated that the Commission would go "all the way" in the effort of the station to save life and property under emergency conditions.

RADIO AIDS SALVAGE

A THREE-WEEK spot campaign by 49 stations in northern New Jersey and upstate New York increased tin can salvage, the Salvage Division, New York Regional War Production Board, has advised Harry C. Levin, OWI regional radio director. WPB praised broadcasters for "materially increasing tin can receipts during March over what they had been in recent months."

McKEE TO Y&R

RICHARD L. McKEE, assistant vice-president and member of the board, Albers Milling Co., has been appointed merchandising supervisor for Pacific Coast clients of Young & Rubicam. Other appointments under Howard E. Williams, new manager of San Francisco office: Donald F. Sternloff, art dircetor; Richard H. Neely, copy director; Lois Corey, media buyer, all transferred from New York.

REDS ON WCKY

WCKY Cincinnati, for the first time in its history, will broadcast baseball this season, carrying all Saturday games of the Cincinnati Reds at home and away, taking feed from WCPO which has an exclusive on Reds games. Dick Bray, WCKY sportscaster, formerly of WKRC and WSAI, will air his *Fans in the Stands* on both WCPO and WCKY, the L. B. Wilson station having loaned Dick to WCPO for the series.

UNITED PRESS TRIBUTE

AS A TRIBUTE to President Roosevelt's memory United Press Radio late Friday transmitted to all radio clients as a special service without extra charge a 30-minute dramatic script, portraying Mr. Roosevelt's 12 years in office.

SENATE PATENT PROBE

REVIVING Senatorial interest in foreign held radio patents, a resolution was introduced Thursday to authorize the Senate Interstate Commerce Committee to make a full investigation of the relationship of foreign interests to radio and other communication in the United States with particular reference to patents owned or controlled by foreign interests and to agreements made by such parties.

The resolution, introduced jointly by Sen. Wheeler (D-Mont.), chairman of the committee, and Sen. Capehart (R-Ind.), first term senator who has had experience in radio manufacturing as head of the radio receiver and phonograph company bearing his name, is coincident with the termination of Philips Incandescent Lamp Work Co., licenses issued by RCA under U. S. patents.

People

ROY MADISON of the copy department, Ralph H. Jones Co., Cincinnati, has been named publicity director by Charles M. Robertson Jr., president. Madison left the publicity department of WLW Cincinnati in 1942 to join the Marine Corps, was discharged six months ago and became affiliated with the Jones agency.

SANGSTON HETTLER, former account executive of CBS Radio Sales, Chicago, on April 13 joined H. W. Kastor & Sons Adv. Co., Chicago, as media director.

DR. ERNEST DICHTER, formerly of CBS research department, where he analyzed daytime serials and television broadcasts from audience viewpoint, has been transferred to program department as consulting psychologist on programs.

SEN. W. RUPERT DAVIS, owner of CKWS Kingston, Ont., and the *Kingston Whig-Standard*, last week was re-elected chairman of the British Empire Press Union. Other broadcasters named to Press Union Canadian section executive committee include: Victor Sifton, CKRC Winnipeg; H. P. Robinson and T. F. Drummie, CHSJ St. John; Eugene Lamarche, CKAC Montreal; W. H. Dennis, CHNS Halifax.

COL. THOMAS H. A. LEWIS, head of the Armed Forces Radio Service, will speak on "Victory Through Air Power" Thursday at the Radio Executives Club of New York, describing the Activities of AFRS in supplying 14 hours of special programs and 36 hours of de-commercialized network shows each week to 380 Army and Navy transmitters throughout the world.

NILES TRAMMELL, NBC president, eulogized President Roosevelt in a special network broadcast, 9-9:30 p.m. Friday.

H. PHILIP MINIS, until recently with the OWI as head of entertainment programs for ABSIE, has been appointed to the newly-created post of script editor of Mutual.

Closed Circuit

(Continued from page 4)

IT WOULDN'T BE TOO SURPRISING if t FCC eliminated the present provision in app cation renewals requiring stations to spec fixed percentages of time to be devoted commercial and sustaining features and various types of renditions. The new formu may resolve itself into a request for a gene statement as to program policy.

WHAT'S GOING TO HAPPEN to WO Albany is the question whenever two bro casters collide. There is going to be litigat which may keep the station in suspense many months. Net result may well be th FCC won't budge on its revocation order that it will not be disposed to deprive Alba of the facility or a CBS outlet. Present ow ers may be washed out of picture but through sale at existing prices. Wouldn't trusteeship be a neat legal way out?

CANADIAN broadcasters have noted a tre towards shorter newscasts, and have appli to the Board of Governors of the Canadi Broadcasting Corp. to permit them to air fi minute sponsored newscasts. Shortest new casts with sponsored spot announcements fore and after the news now permitted Canada are of 10 minutes duration. As result of presentations made by Canadi Assn. of Broadcasters at the CBC board me ing April 7-9, at Ottawa, it is expected th five-minute sponsored newscasts will become reality in Canada, very soon.

JOHN J. SIRICA, former general counsel the House Select Committee to Investigate t FCC and now a communications attorney, h been retained by the Missionary Society of S Paul the Apostle (Paulist Fathers) to file a plication with the FCC for a 10-kw standa broadcast station on 1130 kc, New York, f cilities now used by WNEW. Paulist Fathe originally were licensees of WLWL New Yor which used the comparable facility 2/7 tim sharing with the now defunct WPG Atlan City. Both stations were bought by Arde Bulo for upwards of a half-million dollars and co bined into what now is WNEW.

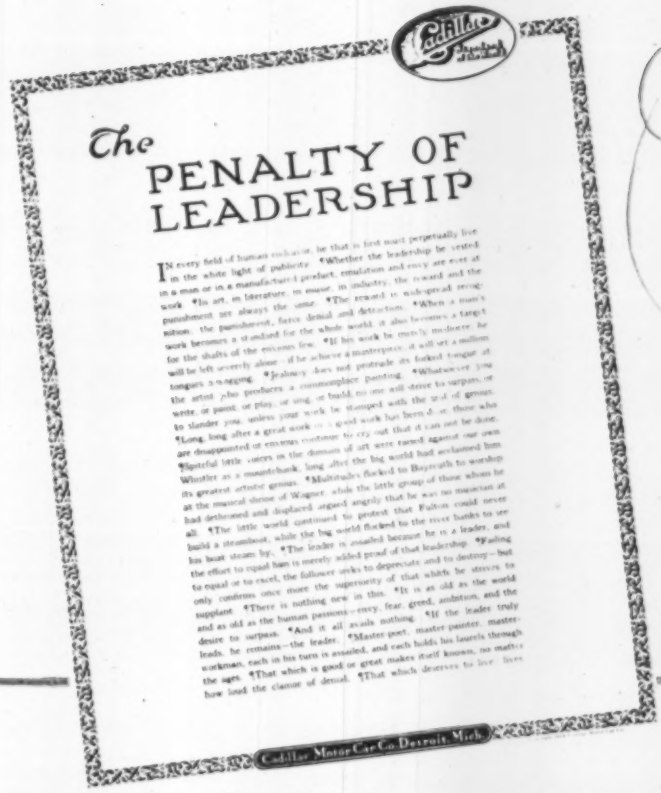
SEARLE IS VICE-PRESIDENT

ELECTION OF DON SEARLE, general ma ager of Blue-ABC western division with hea quarters in Los Angeles, as a network vic president was announced last Friday. A 20-ye veteran in radio, Mr. Searle joined the Bl two years ago as manager of KGO San Fra cisco. He became general manager of t western division last August. Former head the Central States Broadcasting Co. in Oma and Lincoln, Mr. Searle now owns part i terest in KANS Wichita and KMMJ Gra Island, Neb.

HE CARRIES ON

THE VOICE of the late President Roosevelt will be heard on behalf of the Seventh War Loan during local rallies. Some 150 pressings of the Treasury War Finance Division closed circuit broadcast to field representatives over Mutual April 7 and containing a special message from the President, are being distributed by WFD.

ADVERTISING MUST PACE PROGRESS



The PENALTY OF LEADERSHIP

IN every field of human endeavor he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. Long, long after a great work is done, some one will arise to say that it can not be done. And long after a great work has been done, those who are disappointed or envious continue to cry out that it can not be done. Spiteful little critics in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced reviled angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the supremacy of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains—the leader. Master-poet, master painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live lives

Cadillac Motor Car Co. Detroit, Mich.

Birth Certificate

OF AN INDUSTRY'S GREATNESS!

After 29 years, the leadership which Cadillac assumed in this famous advertisement is still generally acknowledged. More significantly, "The Penalty of Leadership", by Theodore F. McManus, by its mature force and dignity helped establish the fact that automobile manufacturing had progressed from the work shops of a few mechanical wizards to the eminence of a great industry.

...And Advertising Must Make Other Industries Great In The Distribution Decade!

Along the highroad of America's industrial progress, many of the significant milestones have been advertisements and advertising ideas that greatly accelerated the growth of individual companies, and of entire industries.

Post-war, the need for increasing consumption will be greater than ever before. Advertising must again pace progress by raising the world's highest standard of living to an even higher pinnacle—for expanded productive capacity and abundant man power will require an increase in consumption of at least 40% of pre-war levels.

In the Distribution Decade after V-Day, your clients will look to you for accomplishments surpassing everything advertising has ever done.

Alert advertising men are now actively planning and preparing for that responsibility and that opportunity.

So is WLW.

When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

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